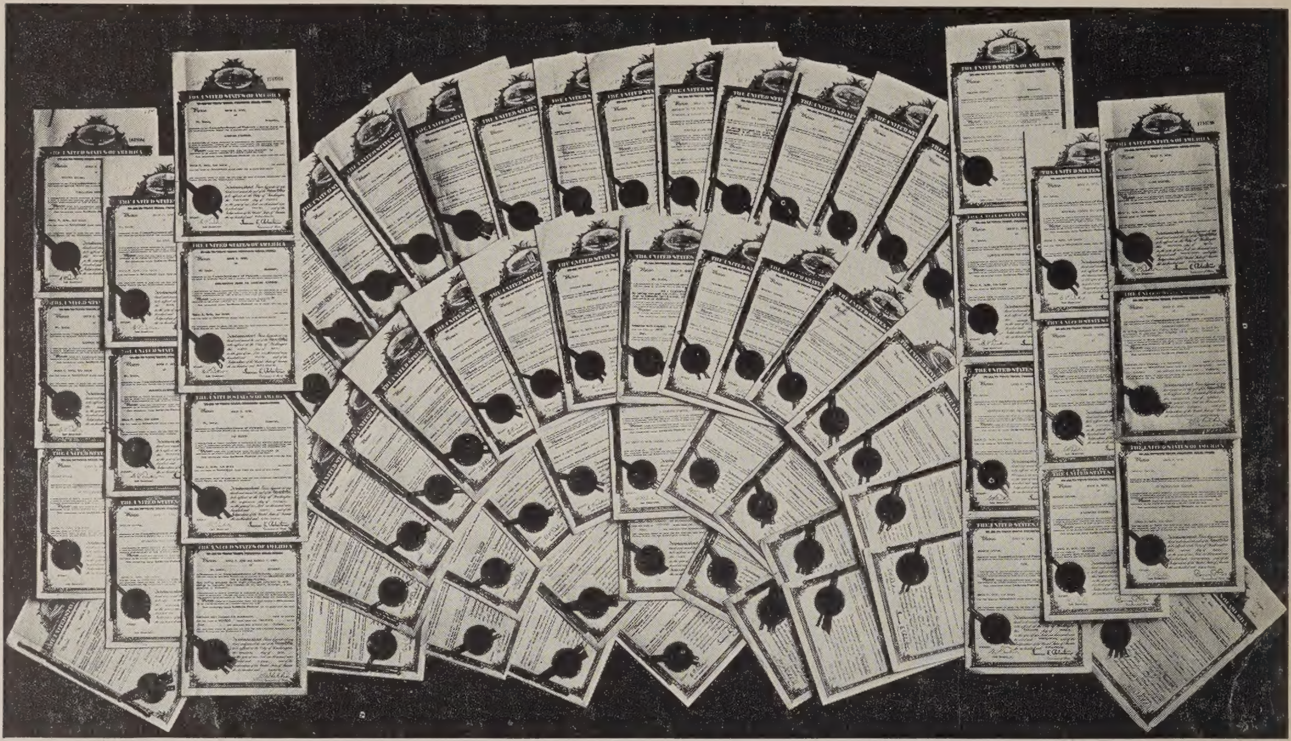
GUTH LIGHTING

Leaders in Lighting Since 1902

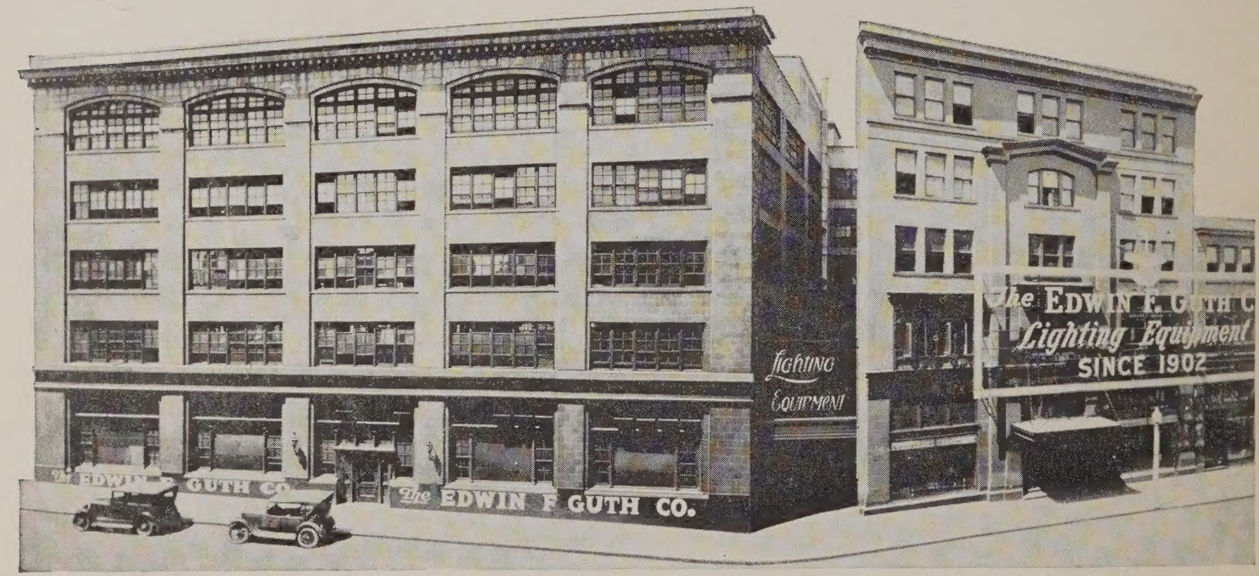
CATALOG 35

A. I. A. FILE 31 F2

"ORIGINALITY AND INGENUITY IN MODERN CONSTRUCTION AND DESIGN DISTINGUISHES GUTH LIGHTING EQUIPMENT"



"EVIDENCE OF ORIGINALITY OF THE GUTH LINE IS EXEMPLIFIED BY THE FACT THAT THE EDWIN F. GUTH CO. LEADS ALL IN PATENTED LIGHTING AND CONSTRUCTION FEATURES"


The EDWIN F. GUTH CO.
Lighting Equipment
The EDWIN F. GUTH C
Lighting Equipment
SINCE 1902

"THREE ACRES OF FLOOR SPACE, ALL UNDER ONE ROOF, MEANS STRICT SUPERINTENDENCE, MORE RELIABLE PRODUCTS, BETTER LIGHTING EQUIPMENT"

EDWIN F. Guth COMPANY

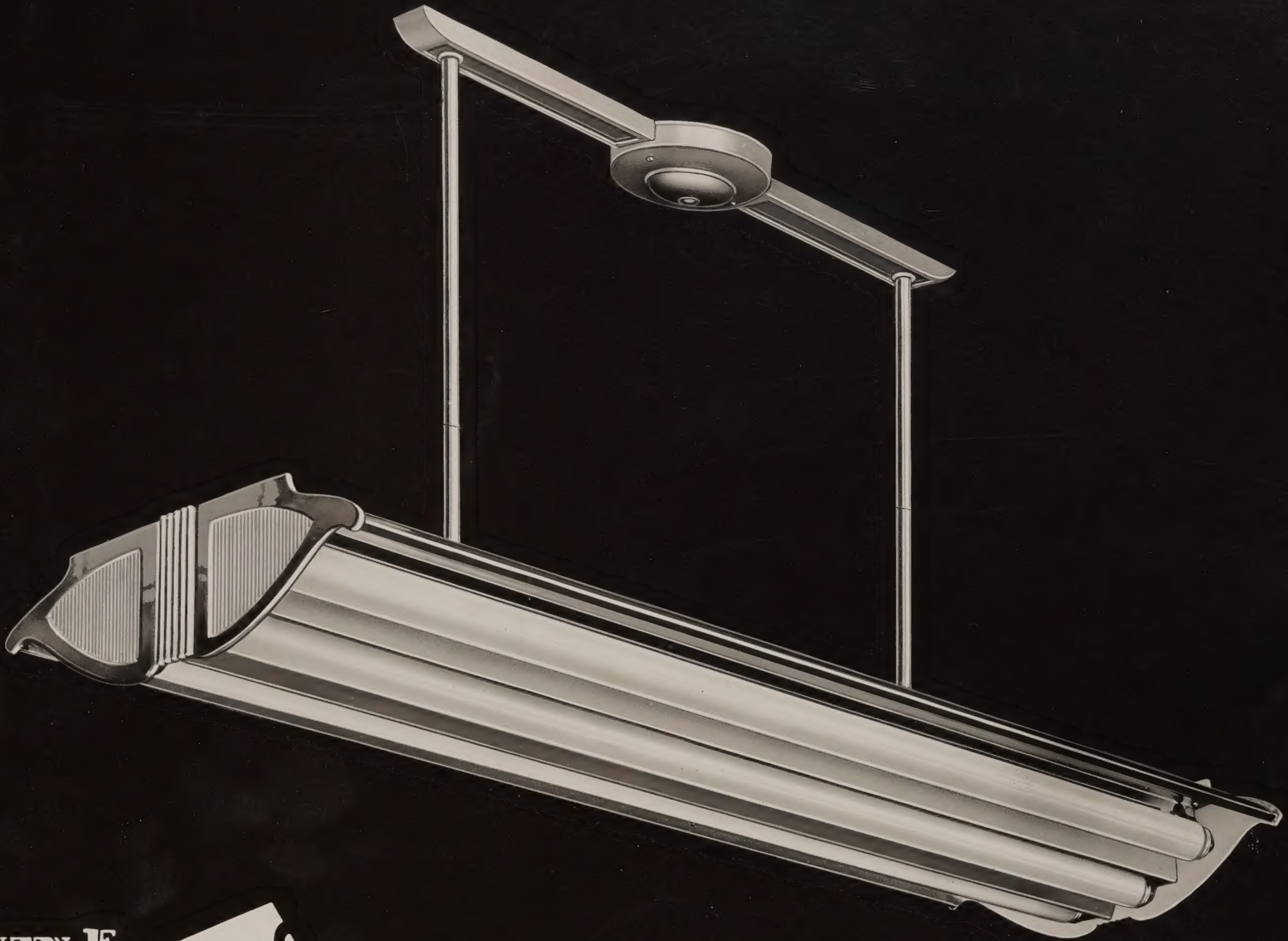
"Leaders in Lighting Since 1902"

SAINT LOUIS • MISSOURI

Printed in U. S. A.

Guth TRU-CO-LITE LUMINAIRE

TRADE MARK — PATENTS PENDING



The
EDWIN F.
Guth
COMPANY

2615 WASHINGTON BLVD. ST. LOUIS, MO.

Cat. No.	For Lamps	Fixture Body Size	O. A. Lgth.	How Ship
M1800W	4-40W	48″ x 16″	30″	Wired
M1801	4-40W	48″ x 16″	30″	Bare
M1802W	4-20W	24″ x 16″	30″	Wired
M1803	4-20W	24″ x 16″	30″	Bare

Guth

LIGHTING EQUIPMENT

THE QUALITY LINE FEATURING

ALZAK ALUMINUM

Reflecting Surfaces

CATALOG No. 35

Section A — INDIRECT LUMINAIRES
Section B — DIRECT AND DIRECT-INDIRECTS
Section C — RECESSED AND SURFACE UNITS
Section D — INDUSTRIAL REFLECTORS
Section E — FLUORESCENT FLUOFLECTORS
Section F — TYPICALS, HOSPITALS AND EXITS
Section G — SPECIAL EQUIPMENT

THE EDWIN F. GUTH COMPANY
"Leaders in Lighting Since 1902"
2615 Washington Avenue
ST. LOUIS, MISSOURI

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E. R. BEERS ELEC. CO.
BLOOMSBURG, PA.

Printed in U. S. A.

INDIRECT LIGHTING
A.I.A. File 31 F2

DIRECT-INDIRECT &
DIRECT LIGHTING
A.I.A. File 31 F2

RECESSED AND
SURFACE LIGHTING
A.I.A. File 31 F2

INDUSTRIAL LIGHTING
A.I.A. File 31 F2

FLUORESCENT LIGHTING

FOREWORD — CATALOG No. 35

THE Edwin F. Guth Company has ceaselessly developed and manufactured a quality line of lighting equipment for thirty-eight years. The original founders retain ownership of our company and are in the direct charge of our management, policies, and operation. We have endeavored to be consistent in our distributor-contractor-dealer policy and in very rare instances do we digress from this policy.

DESIGN and WORKMANSHIP—Originality in functional modern design distinguishes the Guth line. Evidence of originality can be best stated by the fact that the Edwin F. Guth Co. leads all in patented lighting and construction features. Excellent workmanship as represented in Guth equipment is the result of direct factory superintendence by the owners coupled with a dependable skilled group of craftsmen. Fairness in dealings and steady employment have provided for us the high-class intelligent labor in our plant.

GENERAL INFORMATION—All items not listed in this catalog have been discontinued, however can often be obtained on special inquiry at a special price. Lamps are not included in any of the prices listed. Unless so stated, items are furnished "Not Wired" but wire is included with sockets and fittings for easy wiring and assembly. Wire of proper size is furnished for fixture wattages. Wire furnished is Underwriters' Approved asbestos covered with heavy copper content. All Guth sockets are approved by Underwriters' Laboratories.

SHIPPING—Estimated shipping promises are given in the index of each section. Wherever possible we will improve these promises to meet your requirements.

A NATIONAL ORGANIZATION RENDERING A NATIONAL LIGHTING SERVICE

Guth TELEGRAPH CODE

USE THIS CODE IN TELEGRAMS AND CABLES FOR EXPEDIENCY AND CONVENIENCE

Our registered Cable address is "Brascolite, St. Louis, U. S. A."

ADVISE AND ANSWER

ALIGN	Advise by mail
ALLOT	Advise by wire
ALOOF	Must have reply at once
ALPHA	Immediate reply requested to our letter/wire of . . .
AMAIN	Refer to your telegram of . . .
AMASS	Refer to our telegram
AMITY	Refer to your letter
ANGEL	Refer to our letter
ANILE	Order is being held up awaiting your reply

INSTRUCTIONS

IBEX	Big order pending
IMBOR	Customer's order number is . . .
INCA	Full report will be ready by . . .
INCUS	Get in touch immediately with . . .
INDUE	This must have immediate attention
INEPT	Name of customer is . . .
INFER	Order amounts to . . .
INFRA	Purchaser's financial standing is OK
INGOT	Purchaser's financial standing is unknown to us
IOTA	This is a consumer
IRADE	This is a dealer
ISLET	This is a jobber
CUTTLE	Order being held pending payment past due account
ITNOR	Will you accept billing order received direct from . . .
ITOPS	Wired complete, ready to install excluding lamps

QUOTATIONS

QUASI	Have you quoted
QUEER	Wait for quotations
QUERY	Have quoted list
QUIB	You quote direct
QUIZ	We are quoting
QUOIN	Have quoted net

SHIP AND SHIPMENTS

SABLE	Change shipping directions
SABRE	Change shipping date to . . .
SACLO	Get ready for shipping but hold for instructions
SAGA	Refer to your order number . . .
SALAD	Refer to our order number . . .
SALLY	How soon can you ship?
SALME	Specifications not clear, advise
SALVO	Ship at once by express
SATIN	Ship at once by freight
SAURA	By what route did you ship order number . . .
SAUCY	Shipping weight (approximate number of pounds)
SAVOY	Ship the following samples
SCALE	Ship prepaid and charge on bill
SCAMP	Send tracer after shipment
SCARP	Shipment is being vigorously traced
SCOOP	We have made complete shipment on all orders
SEAM	Ship with other goods the following
SEDAN	Where was order shipped to . . .
SCENE	We will ship today
SCORN	We will ship tomorrow
SCOUR	We will ship latter part of week
SCOWL	We will ship early part of next week
SENSE	We cannot promise to ship before . . .
SEPIA	We can make immediate shipment
SEPOY	Shipment is now in course of transit
SHIRK	We made partial shipment on . . .
SKULL	We made complete shipment on . . .

For Telegraphic Figures Use the Following Key:

B	R	A	S	C	O	L	I	T	E
1	2	3	4	5	6	7	8	9	0

ALZAK IS MORE EFFICIENT
. . . ALZAK IS PERMANENT

GUTH
ALZAK

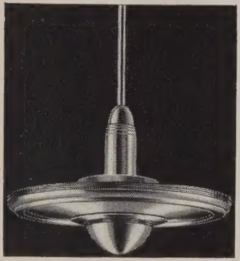
Guth ALZAK* . . . *"It's Tough!"*

*TRADE MARK REGISTERED BY ALUMINUM CO. OF AMERICA

Electrochemically Brightened • Permanently Sealed • Easily Cleaned

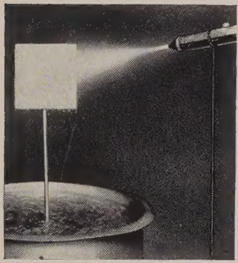
EASIEST TO MAINTAIN

UNTIL recent years, aluminum was "just another reflecting surface." With the advent of the now-famous ALZAK PROCESS, aluminum took its rightful position in the world of lighting. ALZAK ALUMINUM is today the most efficient and permanent reflecting surface. The ALZAK process removes impurities and foreign particles from the aluminum increasing its reflecting value to 93%; then a flint-hard film is deposited that provides life-time service for Guth reflectors. This film is not a simple baked-on finish but an actual deposit that withstands heat and weather elements to such a degree that we say in full confidence—"there is no better reflecting surface." Below we describe several of numerous tests made on ALZAK ALUMINUM.

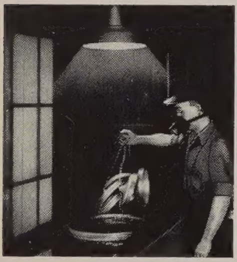


ALZAK ALUMINUM is one of the two most efficient reflecting surfaces. It retains its initial brightness by means of an invisible flint-hard film which is second in hardness only to the DIAMOND. ALZAK, and only ALZAK, makes aluminum metal the ideal and most practical of all reflecting surfaces.

Other finishing treatments of aluminum-metal lack one of two essentials of good reflecting surfaces, namely — EFFICIENCY and PERMANENCY. ALZAK provides highest efficiency and flint-hard protection, effecting both requisites for the ideal reflecting surface.



SALT SPRAY TEST: One of the severest tests under which ALZAK Aluminum has been subjected, was the Salt Spray of 20 per cent concentration for a 400-hour continuous period. Ordinary aluminum would be entirely eaten away by such a test. ALZAK, on the other hand, stood this test; after washing the tested surface with fresh water, there was evidence of pitting on the surface—yet the reflectivity was not appreciably decreased, and the reflecting surface still retained its tough coating which protected the full thickness of the metal.



HOT SULPHURIC ACID of 66-degree Beaumade concentration is as strong an acid as would be encountered even under unusual conditions. Therefore, an ALZAK Aluminum reflector was installed directly over the evolving fumes from this acid.

After subjection for a 12-month period, the ALZAK reflector was removed, and simply washed with soap and water. Careful examination disclosed minor pitting which is not progressive, nor does the protective coating chip or peel. Most important, the reflectivity value had not depreciated.

BLOW-TORCH TEST: Large-sized lamps necessary for modern-day illumination, produce heat that tarnish ordinary aluminum finishes, easily deteriorate painted surfaces, and even cause glasseous materials to become brittle in time.

A 6-inch square piece of ALZAK Aluminum was placed in a forge, with blow-torch heat striking it full-blast. In due time, the remains were lifted from the forge. Result, the aluminum metal had entirely disappeared (aluminum melts at 1200° F.) — still remaining, however, were the protective ALZAK film coatings.

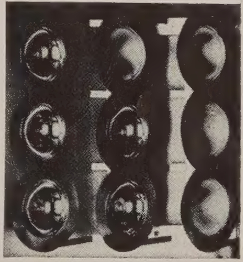
ABRASIVE RESISTANCE: Besides unusual acid, heat, and caustic resistance, ALZAK is tough in another sense of the word.

To illustrate we picture, to the right, a polisher bearing-down with an ALZAKED reflector against a buffing-wheel to which has been applied Tripoli compound. It required 16-minutes continual pressure to break through the tough ALZAK film—and then only in spots. The aluminum metal melts before the ALZAK coating "breaks-down" under the polisher's high-speed wheel. Truly a remarkable performance of PERMANENCY. ALZAK is TOUGH!

NO CHIPPING OR BREAKING: Should an ALZAK reflector be struck or dropped from its ceiling position, it would become dented, but it would not break, chip or peel. In slight cases of denting, ALZAK reflectors can be easily straightened; most certainly, the highly-efficient reflection value would be unaffected.

Maintenance of reflector-efficiency is very important to indirect lighting equipment. Regular cleaning, once a month, is recommended! This constant maintenance, where human contact is made regularly with the reflectors, necessitates toughness and durability. ALZAK "can take it."

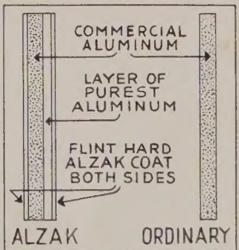
ALKALI TEST: Two sites were selected for this exposure test—Point Judith, R. I., a rocky promontory touched on two sides by the Atlantic Ocean and by a salt marsh on the third side; also New Kensington, Pa., in the midst of an industrial atmosphere containing Alkali, Gases, Sulphur, Smoke, Soot, etc. These locations are more severe than would be encountered by a lighting installation. At the end of 2½ years exposure the unprotected ALZAK reflectors on test were cleaned with soap and water. Results showed no decrease in reflectivity or evident attack on the reflector. Photo to right illustrates reflectors as mounted for this severe test.



ADDED VALUE: In diagram to the right is illustrated an ALZAKED, and an un-ALZAKED piece of aluminum. The ALZAK-treated sheet has been subjected to:

1. Preliminary operations for either Diffuse or Specular Surface.
2. Electrochemical Brightening to remove impurities in the metal.
3. Aluminum-oxide coating on both sides to provide toughness.

The ordinary aluminum, on the other hand, may be treated to gain initial efficiency yet will fail under maintenance upkeep due to absence of protective coatings. ALZAK Process also necessitates use of a costlier-grade aluminum metal.



THE EDWIN F. GUTH COMPANY • • ALZAK LICENSEES

CATALOG No. 35

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Note: Shipping weights estimated in Price tables of Section E.

SECTIONS F AND G WILL BE FORWARDED UPON REQUEST

A NATIONAL ORGANIZATION RENDERING A NATIONAL LIGHTING SERVICE

GUTH

Indirect Lighting

SECTION A **CATALOG No. 35**

The
EDWIN F. Guth COMPANY
2615 WASHINGTON BLVD. ST. LOUIS, MO.

★ ★ *Progressive Development in the Lighting Art Since 1902* ★ ★

rinted in U.S.A.

NDIRECT LIGHTING
A.I.A. File 31 F2

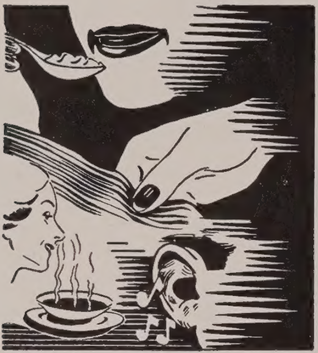
DIRECT-INDIRECT &
DIRECT LIGHTING
A.I.A. File 31 F2

RECESSED AND
SURFACE LIGHTING
A.I.A. File 31 F2

INDUSTRIAL LIGHTING
A.I.A. File 31 F2

FLUORESCENT LIGHTING
A.I.A. File 31 F2

Guth LIGHTING *for Good Seeing*



Illustrated to left are four of the five senses, namely, TASTE, TOUCH, SMELL and SOUND. The most important sense from the standpoint of learning is not illustrated. That most important sense is SIGHT. Actually, 87 per cent of all that we learn is through eye-sight. The importance of GOOD SEEING in the office and school cannot be overestimated.

Modern delivery trucks give better service. Likewise faster EYES give better service to their employers. The PUPIL of the EYE reacts 60 times faster under good lighting as it does under poor lighting. Consider your employees' eyes as you consider your delivery service. Provide both with up-to-date equipment for ultimate results.

Good seeing depends on efficient eyes and good lighting. There is definitely a TRIPLE RELATION between eyesight, the work being done, and lighting in the room. Tests prove that EYES are more EFFICIENT when provided with proper illumination. Therefore, it stands to reason that good lighting is essential to office efficiency and procedure.

The well-lighted modern office is a more efficient, better place in which to work. Employees realize this and prefer these conditions. Large insurance companies have long been proponents for good lighting. Their tests prove that good lighting costs so little, yet pays large dividends by making more and better work possible.

GOOD LIGHTING MEANS:

1. **Faster Work**
2. **Less Errors**
3. **Improved Health**
4. **Less Absences**
5. **Enhanced Office Values**
6. **Improved Morale**
7. **Added Prestige**

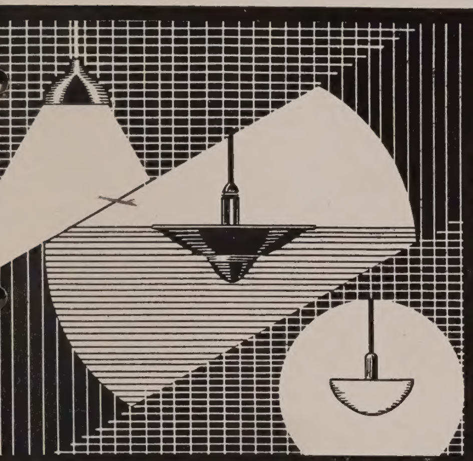
Faster work and less errors are described below. Good lighting improves health and lessens absences as it assures less eyestrain and nervous disorders. Office values are increased and more efficient office arrangement are effected with good lighting which increases value of space away from windows. Improved morale and added prestige are by-products of good lighting.

Are your employees slowing up? Tests prove that poor lighting slows work. Don't give "pink-slips" to your employees when they reach 50. Poor lighting may be the cause for their decreasing efficiency. Guth Indirect Lighting will keep employee efficiency at a maximum for years past their normal peak.

Recently completed tests at an office at Nela Park, Cleveland, Ohio, prove the value of good lighting in offices. Over a period of 3 years, the number of cards tabulated by key-punch operators increased 56.3 per cent under good lighting—which proves faster work; and the amount of errors decreased 67.8 per cent—proving more efficient work.

Principal requirements of a good lighting system consist chiefly as follows: 1. Proper QUALITY of light; 2. Proper QUANTITY; 3. Proper DISTRIBUTION. Guth Indirect Lighting provides adequate scientific illumination . . . embodying all three principles. Page 3 discusses quality and Pages 4 and 5 discuss quantity and distribution. For your needs, select Guth Indirect Lighting TODAY!

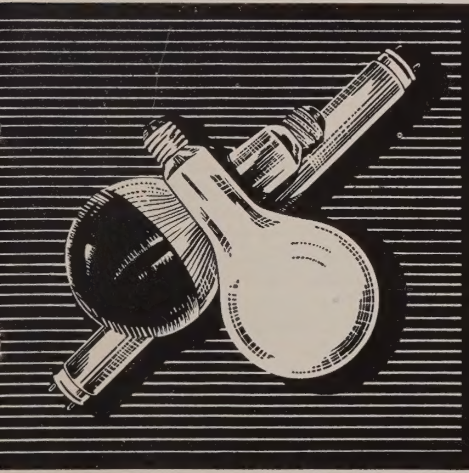
INDIRECT LIGHTING



LIGHT-SOURCE CONCEALED: Guth Indirect Lighting provides complete concealment of the light-source. One hundred per cent of the delivered light is directed upward, then redirected from the ceiling and side-walls; this light is the ideal light for office and school work. Illumination at desk-level is even, shadowless, and glareless. The complete concealment of the light-source does away with glare — *or any semblance of glare* — found with direct, semi-direct, and semi-indirect light systems. The A-B-C's of lighting teach us that for best illumination in offices and schools, there is no compromise between direct and totally indirect illumination. Guth Indirect Lighting embodies this important principle, and is the final answer to every seeing and reading problem.

NO SHADOWS: People often mention the fact that shadows are not discernible when Guth Indirect Lighting is used. The reason is apparent, for illumination at desk-level is delivered from many angles. In comparison, Direct Lighting produces from a point source; semi-direct and semi-indirect are mere compromises of direct light. To effectively eliminate shadows there is but one answer — Guth Indirect Lighting—that media whereby an efficient opaque ALZAK reflector throws 100 per cent of the delivered light upward for ceiling re-direction. Ideal seeing and reading conditions demand elimination of shadows—which is one of the chief causes of eye-strain and fatigue and which lowers the efficiency in office and school.

EXHILARATING LIGHT: The spectral quality of Guth Indirect Lighting is exhilarating. It is an essentially whiter and brighter light. Compare Guth Indirect Lighting with the so-called "Daylight" which possesses a bluish cast; or with lighting emitted from a transparent or translucent material. Guth Indirect Lighting is "Natural" as compared with "Bluish" or "Yellowish." It is exhilarating "natural" light that speeds up work, helps prevent eye-fatigue and produces optical coolness. Guth Indirect Lighting as explained in this paragraph and the preceding two paragraphs exemplifies the finest media for best illumination—it conceals completely the light-source to eliminate glare, thereby delivering "shadowless" light; and lastly, an effect of an exhilarating "natural" atmosphere.



MAZDA LAMPS: Regular Mazda lamps are recommended for use in Guth Indirect Luminaires with their efficient ALZAK reflectors. These standard lamps are most efficient and least costly; actual tests will convince you. Silver Bowl lamps can be used in all Guth Indirect Luminaires due to the fact that the ALZAK protective film is a non-conductor and will not set-up electrolysis as when these lamps touch metal surfaces. Guth Indirects have been engineered to take care of unusual heating of Silver Bowl lamps. Guth ALZAK reflectors make possible the use of standard Mazda lamps, which are commercially practical, highly efficient and at a minimum cost for general illumination.

FINEST DESIGN AND CONSTRUCTION: The Edwin F. Guth Company's large staff of artists and engineers provide modern design with utility of purpose. They assure scientifically-built luminaires for the ultimate in correct illumination. Quality and ingenuity of detailed construction have always been strong points of Guth equipment. This is combined with best grades of metal in substantial thicknesses, rugged porcelain lamp-holders, *all* extra quality throughout. Then, too, note "key-hole slotted" bowl supports, ingenious light-ray spills, etc. A dependable group of skilled craftsmen thoroughly trained to Guth standards of quality, fabricate this good line of luminaires.

GUARANTEED
ALZAK
FINISH
EDWIN F. GUTH CO.

ALZAK—THE GUARANTEED FINISH: Modern day illumination requires a reflecting surface that withstands hitherto abnormal severities. All aluminum reflectors listed in this catalog are ALZAK processed. The ALZAK finish is a patented finish that will not tarnish and is not affected by heat from lamps. ALZAK will not chip, break, or peel. For interior purposes ALZAK is virtually permanent and its initial high efficiency is substantially retained.

INDIRECT LIGHTING LAYOUT

"Good Lighting Is Good Seeing" • Plan for Best Lighting Results

6 STEPS IN LIGHT PLANNING

1. Decision as to foot-candle level required.
2. Layout of outlets to provide substantially uniform illumination throughout the area.
3. Computing lamp-size necessary to provide foot-candle level required.
4. Selection of lighting equipment on basis of six fundamental requisites.
5. Check present wiring for adequacy, and convenient control.
6. Check color of ceiling and walls for efficient light service.

1. RECOMMENDED LIGHTING INTENSITIES — IN FOOT-CANDLES

(More detailed recommendations will be furnished on request.)

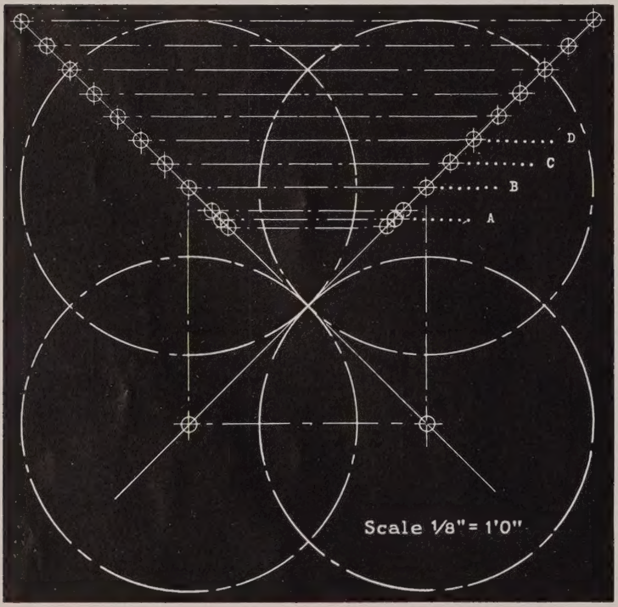
	Foot-Candles
Art Galleries, General	10
Auditoriums	5-10
Bank	
Lobby	20
Cages and Offices	20-50
Barber Shops and Beauty Parlors	15-30
Churches	5-10
Club and Lodge Rooms	10-25
Court Rooms	15-20
Hospitals	20-30
Hotels	
Lobby	10-15
Dining Room	10
Bedrooms	10
Writing Room	20
Library	
Reading Rooms	20-30
Stack Room	10

	Foot-Candles
Office Buildings	
Private and General Offices	20-30
Reception Room	10
Restaurants, Lunch Rooms and Cafeterias	10
Schools	
Auditorium	10
Class Rooms, Library and Office	25
Drawing	30-50
Laboratories	20
Study Rooms	20
Desks and Blackboards	20
Stores—Department and Large Specialty	
Main Floors	20
Basement Store	15

	Foot-Candles
Stores—Medium Size and Departments in Large Stores	
Art	15
Automobile Supply	20
Bake Shop	20
Book	20
China	15
Cigar	15
Clothing	20
Confectionery	20
Dairy Products	20
Decorator	15
Drug	15
Dry Goods	20
Electrical Supply	20
Florist	15
Furrier	20
Furniture	20
Grocery	20

	Foot-Candles
Stores—Medium Size and Departments in Large Stores —Continued	
Haberdashery	20
Hardware	15
Hat	20
Jewelry	20
Leather, Handbags and Trunks	20
Meat	20
Millinery	20
Music	20
Notions	20
Piano	20
Shoe	20
Sporting Goods	20
Tailor	20
Tobacco	15
Variety Store	20

2. LAYOUT OF SPACINGS, AND RELATION TO LENGTH OF ILLUMINANT



SPACING CHART

The diagram, to left, illustrates standard practices of layout spacings and relation to overall lengths of the lighting fixture (the diagram is further explained in paragraph below). Ofttimes, architectural and structural design must be considered in the spacings. Closer spacings often provide a symmetrical layout as well as improve uniformity and reduce shadows at any given point. Extended beams on ceiling many times improve indirect lighting results in larger areas; this is due to "breaking-up" of ceiling brightness.

SPACING and FIXTURE LENGTH CHART

Diameter Unit	Wattage	Length Overall	Outlet Spacing	Circular Cut-Off
14″	150-200	30″	7′ 9″	5′ 6″—Standard A
14″	150-200	36″	10′ 0″	7′ 0″
14″	150-200	42″	12′ 0″	8′ 6″
14″	150-200	48″	14′ 0″	10′ 0″
18″	300-500	36″	10′ 6″	7′ 6″—Standard B
18″	300-500	42″	12′ 9″	9′ 0″
18″	300-500	48″	14′ 9″	10′ 6″
18″	300-500	54″	17′ 0″	12′ 0″
18″	300-500	60″	19′ 0″	13′ 6″
22″	750-1500	42″	12′ 9″	9′ 0″—Standard C
22″	750-1500	48″	14′ 9″	10′ 6″
22″	750-1500	54″	17′ 0″	12′ 0″
22″	750-1500	60″	19′ 0″	13′ 6″
30″	750-1500	48″	14′ 9″	11′ 0″—Standard D
30″	750-1500	54″	17′ 0″	14′ 0″
30″	750-1500	60″	19′ 0″	16′ 0″

(Continued from Preceding Page)

3. LAMP — SIZES TO PRODUCE FOOT-CANDLE LEVEL REQUIRED

Area Per Outlet (In Sq. Ft.)	Approx. Spacing (In Feet)	Ceiling Height (In Feet)	Mounting Height (In Feet)	Conditions Factor	Average Footcandles 200 Watt	300 Watt	500 Watt	750 Watt	1000 Watt	1500 Watt
65–75	8′ 6″ x 8′ 6″	8′ 6″	7	Favorable	9–14	20–24	27–35			
				Average	5–9	9–15	23–26			
				Unfavorable	4–5	7–9	15–18			
75–85	9 x 9	9	7	Favorable	7–12	13–20	26–32			
				Average	5–7	8–13	22–25			
				Unfavorable	3–5	6–8	14–16			
85–95	9′ 6″ x 9′ 6″	9′ 6″	7	Favorable	7–11	11–18	26–29			
				Average	4–7	7–11	21–24			
				Unfavorable	3–4	5–7	13–15			
95–110	10 x 10	10	7	Favorable	5–9	10–14	25–29	37–43		
				Average	3–5	7–10	20–23	29–34		
				Unfavorable	2–3	5–6	12–14	18–21		
110–132	11 x 11	11	8	Favorable	5–8	7–12	20–25	31–37		
				Average	3–5	4–7	16–20	24–29		
				Unfavorable	....	3–4	10–12	15–18		
132–156	12 x 12	12	9	Favorable	....	6–10	17–21	26–31	35–41	
				Average	....	4–6	13–16	21–24	28–33	
				Unfavorable	....	3–4	9–10	13–15	18–21	
156–183	13 x 13	13	9′ 6″	Favorable		5–9	14–18	22–26	30–35	45–53
				Average	....	3–5	11–13	18–21	24–28	35–44
				Unfavorable	....	....	7–9	11–13	15–18	22–27
183–226	14 x 14	14	10′ 6″	Favorable	....	....	11–15	18–22	24–30	35–46
				Average	....	....	9–12	14–18	19–24	23–34
				Unfavorable	....	....	5–8	9–11	12–15	16–19
226–290	16 x 16	15	11	Favorable	....	....	8–12	14–18	19–24	27–38
				Average	....	....	7–10	11–14	15–19	20–26
				Unfavorable	....	....	4–6	7–10	9–12	13–16
290–358	18 x 18	16	12	Favorable	....	....	5–9	11–14	15–19	21–27
				Average	....	....	4–7	9–11	12–15	16–20
				Unfavorable	....	....	....	6–7	8–10	11–13

4. SELECTION OF LIGHTING EQUIPMENT ON BASIS OF SIX FUNDAMENTAL REQUISITES

A. EFFICIENCY: The efficiency of a reflector is determined by the metal, the finish on the metal and the design of the reflector. Guth reflectors are formed of intrinsically bright aluminum metal, and subjected to the amazing ALZAK process for finishing. The ALZAK process electro-chemically brightens the metal as well as applies a flint-hard film to protect its initial efficiency.

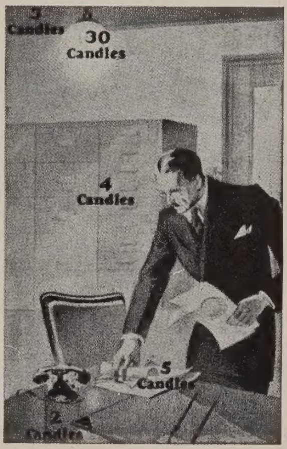
B. LIGHT-DISTRIBUTION: Check the amount of light between the fixtures as well as directly underneath. Even distribution of lighting is highly desirable. Ordinarily, a horizontal plane 30″ or 36″ from the floor is the usual working plane.

C. PLEASING DESIGN: Guth designs are original creations, developed by our staff of artists and engineers to appeal to various personal preferences. Luminous-bowl, light-spill louvres, or totally indirect types are offered.

D. MAINTENANCE: Guth reflectors are of quality finishes (see Page 4) that assure efficient operation over many many years. Too much consideration cannot be given this important phase of purchase requisite. Submit the various fixtures offered, to your own tests—compare with results for ALZAK (see foreword).

E. FREEDOM FROM GLARE: Glare is simply misplaced brightness. Strong contrasting bright spots produce glare. Guth Indirect Illuminants, formed of opaque materials, will produce a brilliant intensity of illumination on the working plane desired, yet confine the light source and prevent glare.

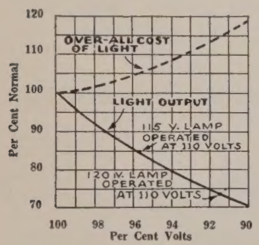
F. ELIMINATION OF SHADOWS: A concentrated source of light will produce shadows. Guth Indirect Lighting with ceiling reflection delivers light from many sources, thereby eliminating shadows.



Illustrating harmful lighting evils: Glare from the fixture, uneven and spotty lighting, shadows, and inadequate intensity of illumination.

5. CHECK PRESENT WIRING FOR ADEQUACY AND CONVENIENT CONTROL

Inadequate wiring will produce energy loss as heat consumed, and also a secondary loss—that of preventing full-voltage delivery at the lamp.



An actual example of heat consumed is the incident where 18% increase in the cost of wiring represented a 78% increase in the possible usable capacity.

An overloaded circuit with a drop in voltage has an important bearing on the light output of the incandescent lamp (see diagram to left). Roughly speaking, 1% loss in voltage produces 3% loss in light, and 5% loss in voltage reduces the light-output 16%.

The following considerations of wire size and circuit runs should apply: (a) No wire smaller than No. 12 shall be used for any circuit. (b) For runs of 50 feet from panelboard to the first circuit use No. 10 wire (No. 12 wire between circuits). (c) Use No. 8 wire on runs longer than 100 feet. Long runs are not practical due to voltage drop.

Consult "The Handbook of Interior Wiring Design" for further details.

6. CHECK COLOR OF CEILING AND WALLS

For most efficient lighting service, the color of the ceiling and upper walls should be Mat White, Ivory, or White-with-a-Bluish-cast. Much may be gained by understanding the psychology of color. Coolness, warmth, and intermediate feelings can be produced in combining indirect-lighting with colors. Below is given reflection-factors of various colors.

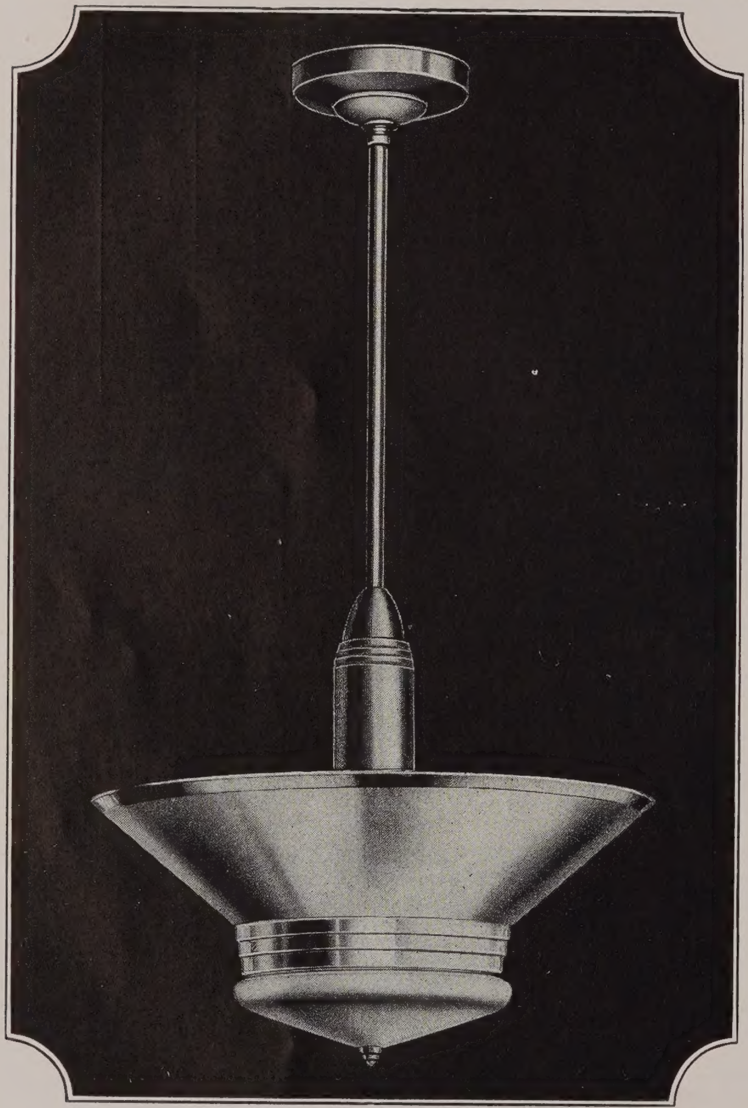
Mat White	85%	Ivory	75%	Aluminum Paint	69%
Gloss White	85%	White with Bluish-Tint	73%	Buff	52%
White-Ivory	78%	White with Greenish-Tint	72%	Tan	41%

Consult "Illumination Design Data" for further details.

Guth SUPER-ILLUMINATOR

U. S. Patents Nos. 89,091; 1,962,067; 1,962,068; 1,962,069

Luminous Bowl Indirect-Lighting • Patented and Unique Construction
Permanent **ALZAK** *Reflector*



• SUPER-ILLUMINATOR

Reflector genuine ALZAK aluminum (18 gauge). Exterior Emery-ALZAK. Stem is Satin-finish, socket-cover is polished; both are permanently finished ALZAK. Swivel hanger. Satin crystal luminous glass bottom bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R4355	200-300*	14″	30″	**$10.00**	Poke
R4357	300-500	18″	36″	**13.00**	Poly
BP4357	500-1000†	18″	42″	**14.50**	Oswas
R4359	750-1500	22″	42″	**19.00**	Pone

WITH PORCELAIN ENAMEL REFLECTOR

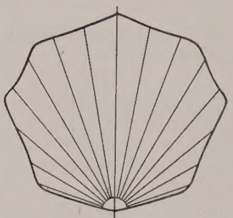
Reflector steel, Porcelain Enameled, finished Ochre with White Bands outside, and all-white inside. Hanger and other parts similar as above units.

No.	Wattage	Dia.	Lgth.	List	Code
R4410	300-500	18″	36″	**$15.00**	Finem
BP4410	500-1000†	18″	42″	**16.50**	Find

* and †, and also, for additional equipment, see notes on opposite page. Thank you.

The highly efficient Super-Illuminator of smart, business-like appearance, effects in the truest sense —"Light Conditioning."

Super-Illuminator is an indirect-lighting fixture that is efficient and remains efficient. The scientifically designed reflector of highest grade aluminum metal, is electrolytically brightened and permanently sealed by the amazing ALZAK process.

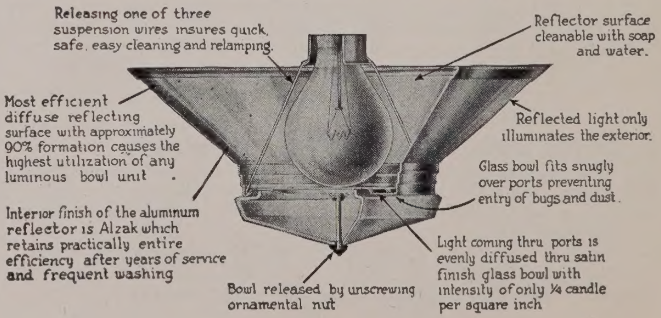


● CHARACTERISTIC LIGHT CURVE

The unique and patented construction features of Super-Illuminator make possible true Indirect-Lighting from this type luminaire. There is no direct light through glassware—the bottom glass bowl is softly illuminated (only 1/5 candlepower brightness) by reflected—not direct rays of the lamp-bulb. Super-Illuminator is the original Luminous Bowl Indirect-Luminaire.

Luminous glass bowls for Super-Illuminator available tinted amber, blue, pink or green without extra charge.

CONSTRUCTION DETAILS GUTH SUPER - ILLUMINATOR

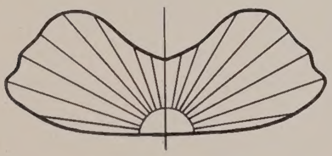

Releasing one of three suspension wires insures quick, safe, easy cleaning and relamping.
Reflector surface cleanable with soap and water.
Most efficient diffuse reflecting surface with approximately 90% formation causes the highest utilization of any luminous bowl unit .
Reflected light only illuminates the exterior.
Glass bowl fits snugly over ports preventing entry of bugs and dust.
Interior finish of the aluminum reflector is Alzak which retains practically entire efficiency after years of service and frequent washing
Bowl released by unscrewing ornamental nut
Light coming thru ports is evenly diffused thru satin finish glass bowl with intensity of only ¼ candle per square inch

Guth ZEPHYR

Amazing Light Distributing Indirect • Pleasing Modern Design
Emery ALZAK *Finish*

The ZEPHYR, totally indirect luminaire apropos to modern appointments, is designed to effect high-intensity lighting with very wide distribution. The glistening grain of Emery ALZAK finish enhances the beauty of the Silvery form and design.

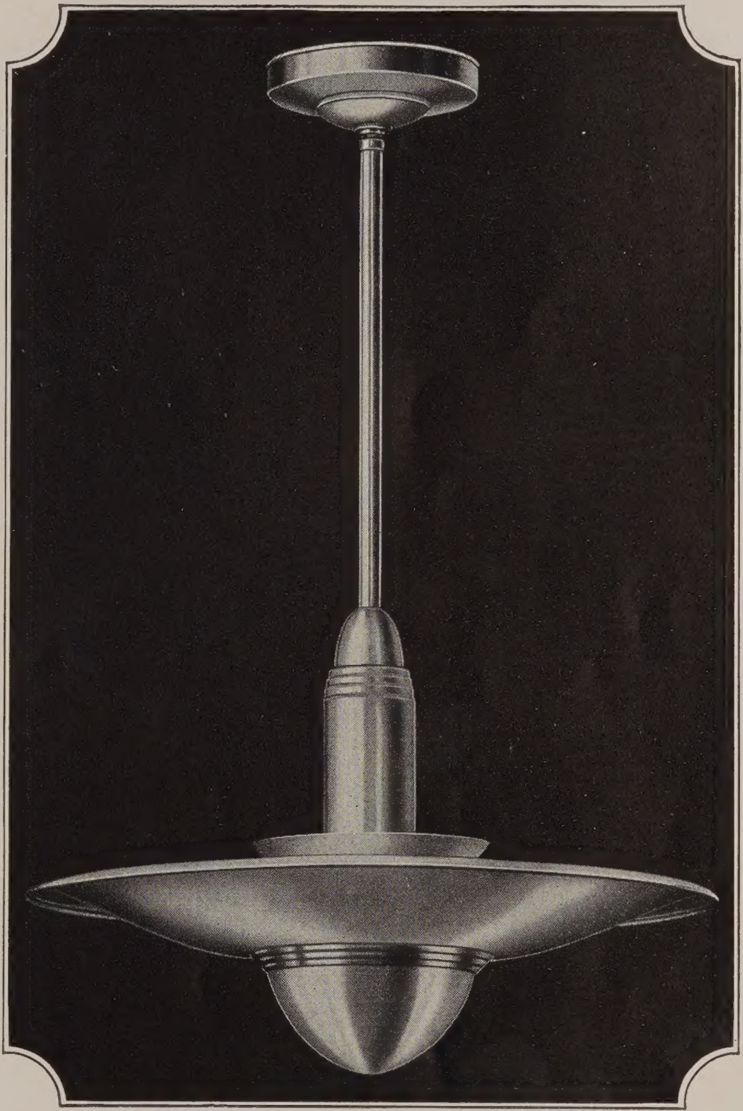
The "butterfly" lighting curve (see below) of the ZEPHYR, minimizes ceiling-brightness. The light-rays are directed more outward than upward, producing less volume-of-light directly underneath the unit, but properly spaced ZEPHYRS effect more uniform lighting and less shadows on the working plane.



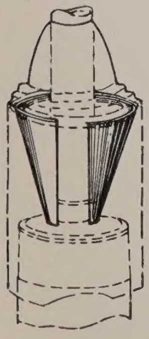
● WIDE LIGHT DISTRIBUTION

The ZEPHYR is especially effective on low ceiling installations, or where the outlets are spaced far apart. The "butterfly" lighting curve produces evenness on these low ceilings, or far-spaced outlet ceilings.

There is space between the reflector and lamp which enables the use of any type lamp; regular Inside Frosted, Mazda Lamps are recommended due to higher efficiency and longer life, however, Silver Bowl Lamps can be used.



ADAPTER FOR BIPOST LAMPS



ZEPHYR No. BP6286 is for use with all BiPost lamps. To assure same wide light-distribution, the 500-watt Bi-Post lamp requires Guth ADAPTER, shown to left. The ADAPTER is furnished free-of-charge when specified with order for the fixture. Otherwise lists at 40c.

This ingenious Guth ADAPTER makes possible the use of the same fixture without rewiring or special reflector supports, if the larger 750- or 1000-watt BiPost lamps should be used at a later date.

● ZEPHYR

Reflector and baffle genuine ALZAK aluminum (18 gauge). Exterior Emery ALZAK with polished band. Stem is Satin and socket-cover is polished; both are permanently finished ALZAK. Swivel hanger.

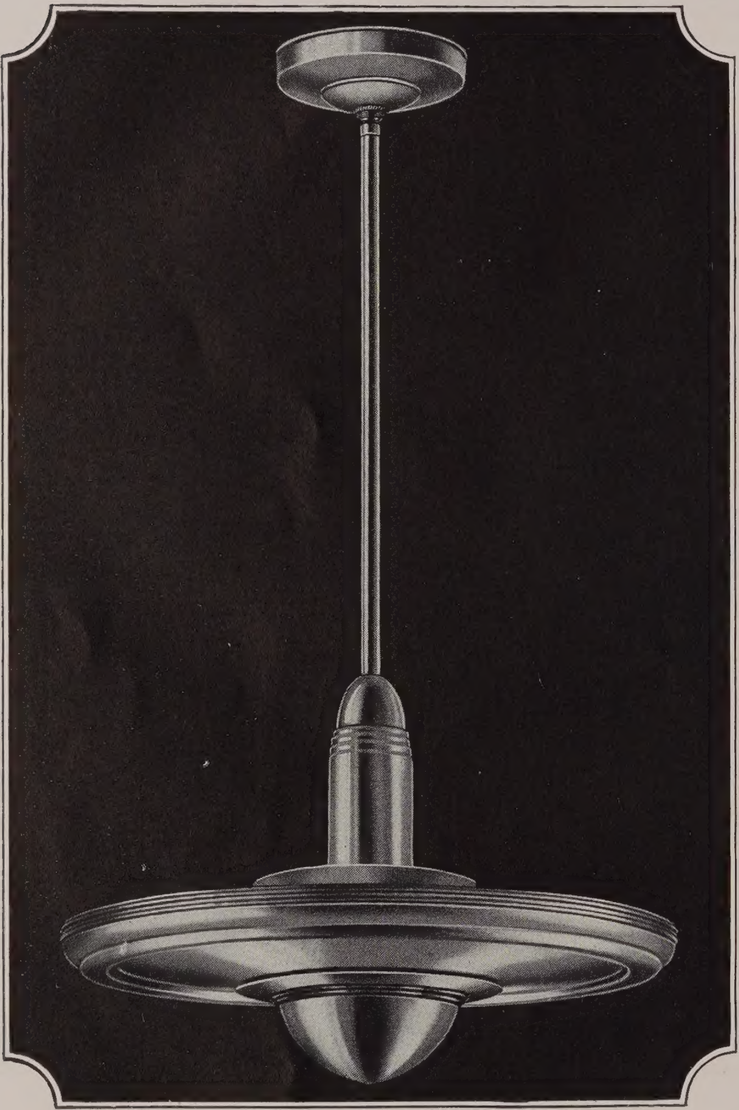
No.	Wattage	Dia.	Lgth.	List	Code
R6381	200-300*	16¾″	30″	**10.50**	Zealot
R6286	300-500	19″	36″	**12.00**	Zone
BP6286	500-1000†	19″	42″	**13.50**	Zulu
R6287	750-1500	23½″	42″	**17.50**	Zymo

*New 300-watt, medium base lamp in 16¾-inch size requires special socket-cover and longer bowl supports. Furnished optional upon request.

†BiPost lamps. Price includes ventilated socket-cover, improved BiPost socket, solid wire-leads, and porcelain tube in stem. If adapter for 500-watt BiPost lamp (see description at left) is desired, please specify, and same will be furnished free-of-charge with order.

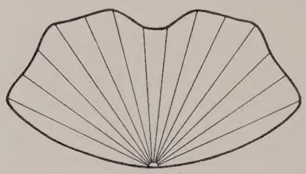
WINDSOR

Compact Designed • Totally Indirect Illuminant With Light-Spill
Permanent ALZAK *Reflector*



The new WINDSOR, totally indirect luminaire, with spill-of-light illuminating its bottom portion, is attractively styled for modern offices, schools, and stores. The exterior finish of WINDSOR is Emery-ALZAK, the finish with glistening grain-effect. Polished bands enhance the attractiveness of this beauty.

Correctly engineered for a symmetrical even spread-of-light on ceiling, the WINDSOR is equally effective for low-ceiling heights as well as for general commercial ceiling heights.



• LIGHTING DISTRIBUTION

Finest construction possible with utilization of heavy-gauge metal, heavy-duty lamp-holders, all well assembled, make the WINDSOR an outstanding value at its comparative low cost.

There is space between the reflector and lamp which enables the use of any type lamp; regular inside-frosted Mazda lamps are recommended due to higher efficiency and longer life; however, silver-bowls lamps can be used.

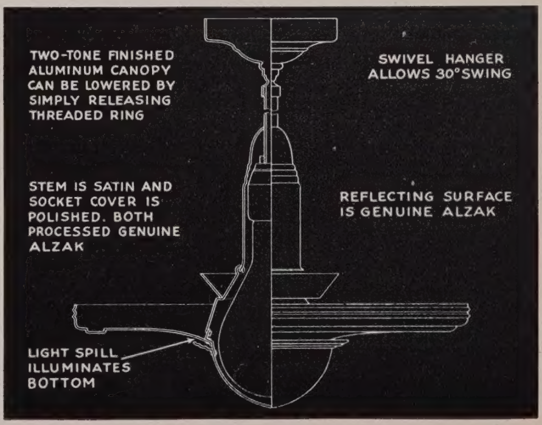
• WINDSOR

Reflector genuine ALZAK aluminum (18 gauge). Exterior is Emery-ALZAK with polished band. Reflecting surface semi-specular ALZAK. Stem is satin, socket-cover is polished; both permanently finished in ALZAK. Swivel hanger.

No.	Wattage	Diam.	Lgth.	List	Code
R6570	200-300*	16″	30″	**$10.00**	Eddy
R6571	300-500	18½″	36″	**13.50**	Ellie
BP6571	500-1000†	18½″	42″	**15.00**	Embank
R6572	750-1500	23½″	42″	**19.00**	Embassy

*New 300-watt, medium base, lamp requires special socket cover and longer bowl supports. Furnished optional upon request.

†BiPost lamps. Price includes ventilated socket cover, improved BiPost socket, solid wire leads and porcelain tube in stem. If adapter for 500-watt BiPost lamp (see page 7) is desired, please specify, and same will be furnished at no-charge on order with fixture.


TWO-TONE FINISHED ALUMINUM CANOPY CAN BE LOWERED BY SIMPLY RELEASING THREADED RING
SWIVEL HANGER ALLOWS 30°SWING
STEM IS SATIN AND SOCKET COVER IS POLISHED. BOTH PROCESSED GENUINE ALZAK
REFLECTING SURFACE IS GENUINE ALZAK
LIGHT SPILL ILLUMINATES BOTTOM

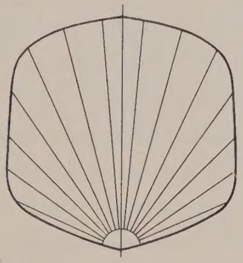
YORK INDIRECT

U. S. Design Patent No. D97,934

All-Metal Reflector • Yet Light-Spill Effects • Opalescent Illusion Efficient ALZAK *Reflector*

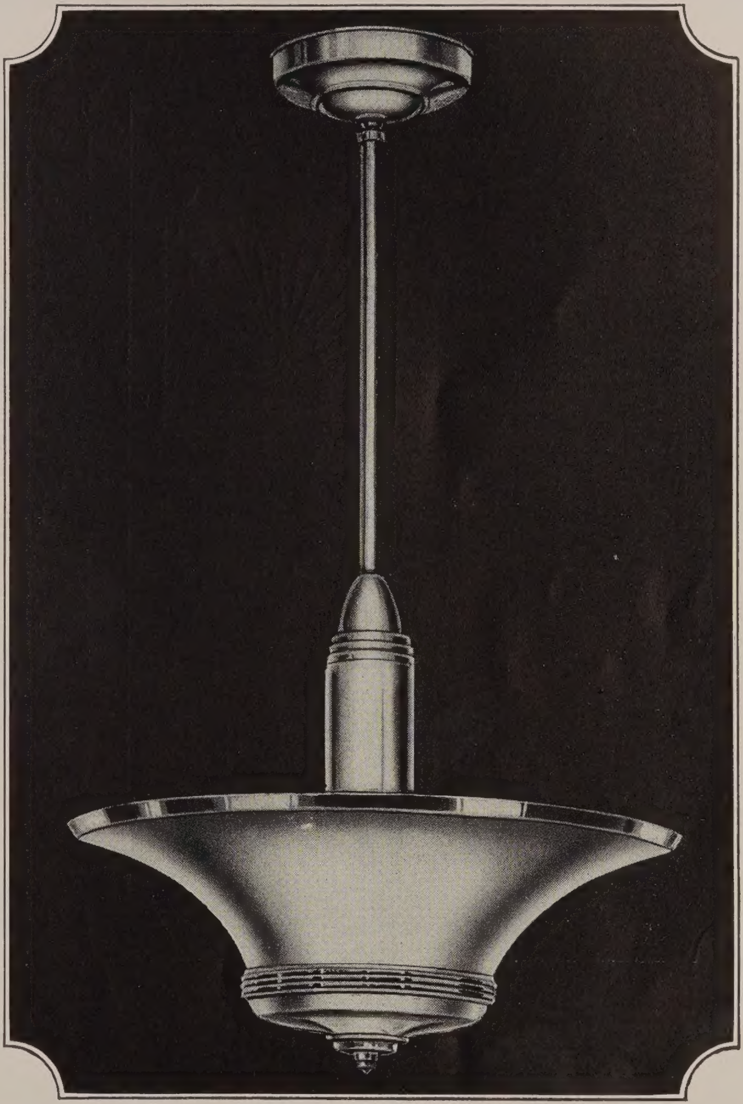
Fresh and modern appearing, York Indirect is equally appropriate for store and office, efficiently performing the high-intensity indirect lighting requirements for eye-ease and comfort. York Indirect is warm and totally pleasing to the eye.

Even though the entire reflector is of aluminum-metal, spills of light emit to illuminate the exterior, actually producing translucent and opalescent illusion.



• CHARACTERISTIC LIGHT CURVE

Indirect lighting, one might say, is "as good as its reflecting surface." The York Indirect possesses the efficient and permanent ALZAK finish. The reflecting surface is not affected by atmospheric conditions, heat or cold. ALZAK does not chip or break; does not finger-print or smudge. ALZAK is easily cleaned with soap and water and will retain its high efficiency indefinitely.



NOTES

	List Additional
Finishes other than specified	**10%**
Single-pole canopy switch	
3-ampere rating	**$0.56**
6-ampere rating	**1.44**
10-ampere rating	**2.24**
Mogul socket for 3-wattage lamps	**1.44**
Canopy pull-switch for 3-wattage lamps:	
3-ampere rating	**1.44**
10-ampere rating	**2.44**
6″ lengthening stem, MP2402	**.40**
12″ lengthening stem, MP2403	**.60**

• YORK INDIRECT

Reflector genuine ALZAK aluminum (18 gauge). Emery ALZAK exterior with polished bands. Stem is Satin, and socket-cover is polished; both are permanently finished ALZAK. Swivel hanger.

No.	Wattage	Dia.	Lgth.	List	Code
R5441	200-300*	14″	30″	**$10.00**	Skim
R5442	300-500	18″	36″	**13.50**	Slab
BP5442	500-1000†	18″	42″	**15.00**	Osvuw
R5443	750-1500	22″	42″	**19.00**	Slam
R5444	750-1500	30″	48″	**32.00**	Slat

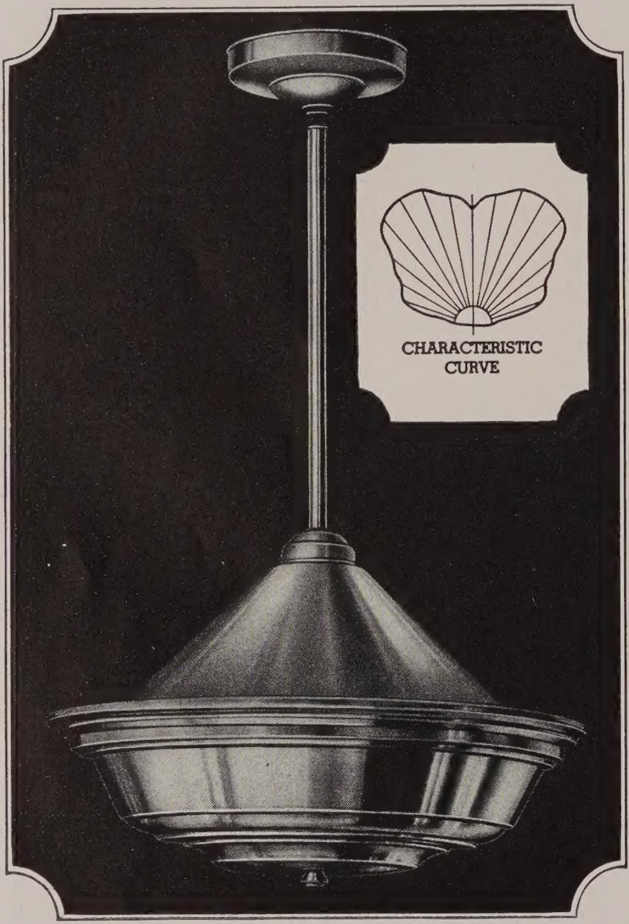
*New 300-watt lamp in 14-inch size unit requires special socket-cover 1 inch above reflector and longer bowl supports. Furnished optional upon request.

†New BiPost lamps. Price includes ventilated socket-cover, special socket, solid wires, and porcelain tube in stem. For adapter for 500-watt BiPost lamp, see page 7.

Guth OPTILUX "Inclosed Indirect Illuminant"

Trade Mark Registered—U. S Patent 106,593; 1,791,126; 2,132,784

Higher Operating Efficiency • Ideal for Schools and Offices
Genuine ALZAK *Aluminum*



OPTILUX' maintenance advantages evolve from its patented "lens-design" glass-cover, which cover possesses unusual light-transmitting qualities with low surface-brightness. OPTILUX' efficient ALZAK reflector is completely protected against accumulation of bugs, dust, and dirt by the patented glass-cover. The only cleaning necessary is simply wiping off the smooth exterior of the glass-cover with a moist cloth. Reflector or fixture parts need not be touched.

Maintenance Test: The lighting department of a large eastern power company recently conducted an interesting maintenance test. OPTILUX was installed in their service building where dust accumulation was a decided factor. In fact, every time a person would walk on the floor above, dust would sift through as it was an open-joist ceiling.

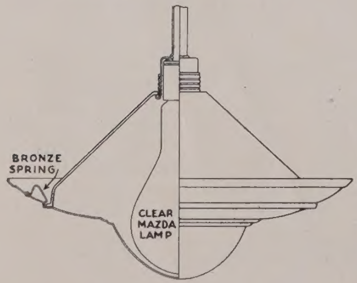
After a 30-day period, light readings were taken which indicated *less than 5%* depreciation from dust accumulation as compared with initial efficiency.

• OPTILUX "5" SERIES

No.	Wattage	Dia.	Lgth.	List	Code
Optilux "3"	200-300*	14"	30"	**$12.50**	Oplite
Optilux "5"	300-500	18"	36"	**17.00**	Oplume
Optilux "10"	750-1000†	18"	42"	**17.75**	Obipe

*New 300-watt, medium base lamp.
†BiPost lamps.

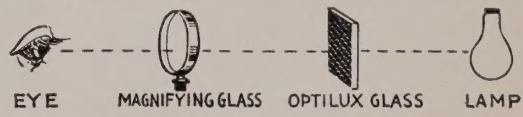
OPTILUX CROSS-SECTION

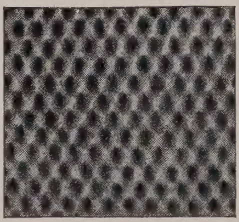


OPTILUX SPECIFICATIONS

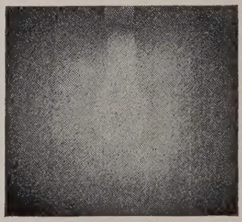
An inclosed indirect illuminant with comparatively shallow reflector of ALZAK aluminum, attached to glass-lens cover as the inclosing member. Glass-cover to produce not less than 20-degree light-ray refraction; exterior of the cover to be smooth.

HIGHLY EFFICIENT WITH LOW-BRIGHTNESS





OPTILUX GLASS



CLEAR GLASS

The naked-eye peering through a magnifying-glass into the OPTILUX lens, perceives that three-fourths of the total area is "in shadow"—low in brightness. Nevertheless the OPTILUX glass is slightly less efficient than clearest crystal-glass and is much more efficient than white opal glass! See this amazing demonstration—ask the Guth representative in your section.

Guth OPTILUX *"No Bugs, No Dust, No Dirt"*

Trade Mark Registered—U. S. Patent 106,593; 1,791,126; 2,132,784

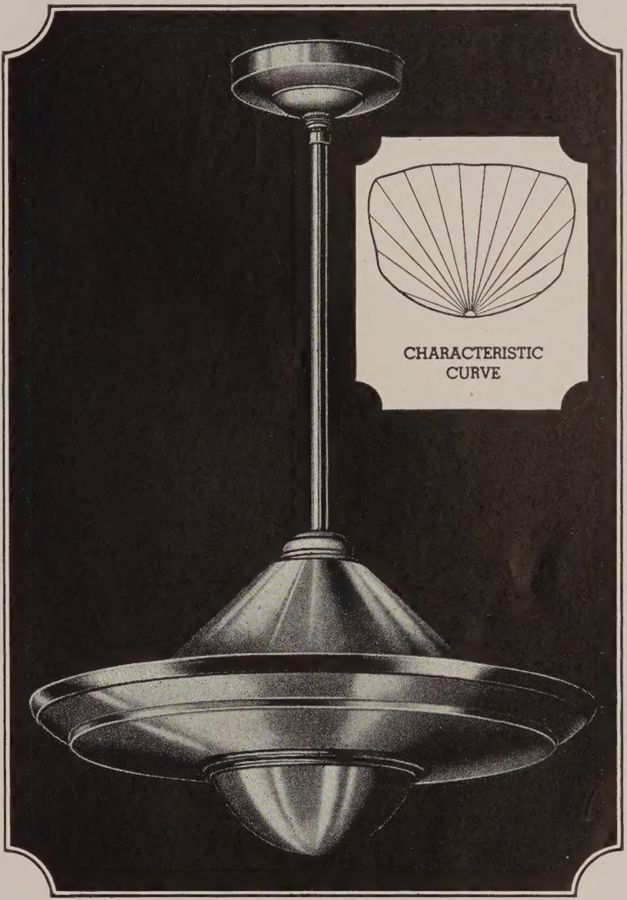
A Different Type Indirect Lighting • Simplest Mechanical Features Uses Clear Lamps

CLEAR MAZDA lamps (BiPost excepted) are used with OPTILUX whose patented glass-cover diffuses light-rays for evenly illuminated ceiling. The clear type lamps are the most efficient and least expensive Mazda lamps.

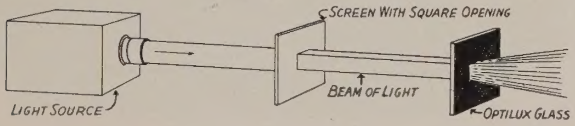
School Lighting: The OPTILUX is particularly adaptable for most modern lighting in the school-room. Being of the totally indirect type, OPTILUX produces finest quality illumination for best vision.

The efficient ALZAK reflector is unbreakable and does not turn-color from its original silver appearance. Waste matter thrown by school children is not visible, as it is not possible to throw bits into OPTILUX' reflector which is protected by the patented glass-cover.

OPTILUX' unusual maintenance characteristics as described on the preceding page, its use of most efficient and least costly Mazda lamps, and features mentioned in paragraph directly above, make OPTILUX the "real answer to all school lighting."



DIFFUSING LIGHT-RAYS FOR LOW-BRIGHTNESS



OPTILUX glass-lens has a diffusing surface of uniform brightness. Above is photo of light-beam striking the lens and "diffusing" into thousands of smaller beams. The "Optical Illusion" created effects the low-brightness yet highly efficient glass-cover for OPTILUX. The photo was made, per drawing above, with camera in line with Edge of OPTILUX glass.

• OPTILUX "50" SERIES

No.	Wattage	Dia.	Lgth.	List	Code
Optilux "30"	200-300*	15¼″	30″	**$12.50**	Privet
Optilux "50"	300-500	19″	36″	**17.00**	Probity
Optilux "100"	750-1000†	19″	42″	**17.75**	Prod

*New 300-watt, medium base lamp.
†BiPost lamps.

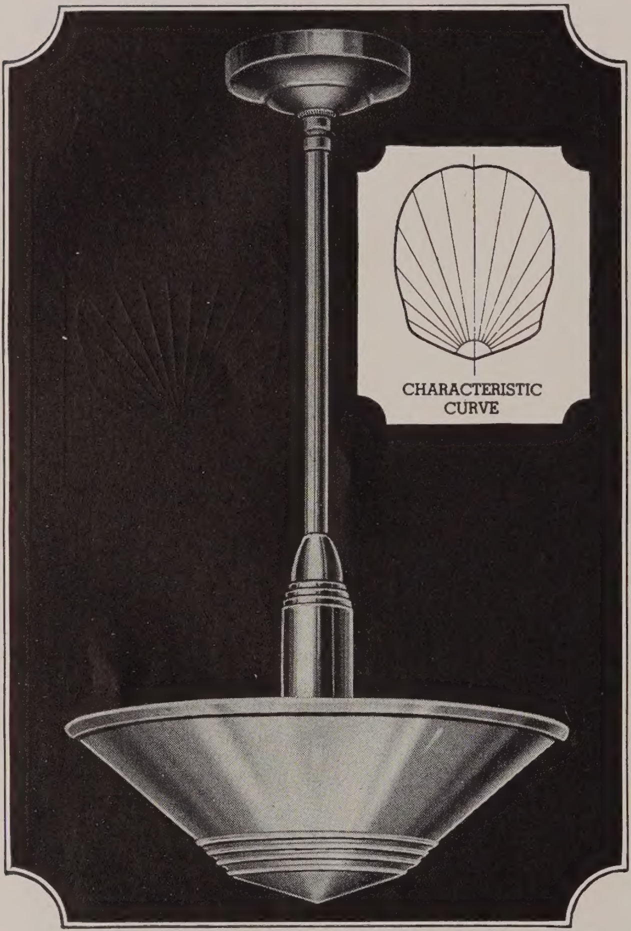
CONSTRUCTION, FINISH, and PACKING

Reflectors of 18-gauge selected-grade aluminum, finished genuine Emery ALZAK. Canopy and stem (with ⅜″ threads), ALUMILITE. Turned-brass swivel assures self alignment of OPTILUX. Deep-box break-off coupling for easy installation. Individual jute double-cushion cartons. Complete for installation except the lamp.

LUMOZAK *and* ESSEX

Genuine ALZAK *Reflectors*

The new LUMOZAK and ESSEX luminaires are low in cost yet are of same high quality construction and materials as other Guth equipment. LUMOZAK is of the totally indirect type whereas ESSEX has the luminous bowl through which light filters to illuminate the exterior. Both luminaires have genuine ALZAK reflecting surfaces.

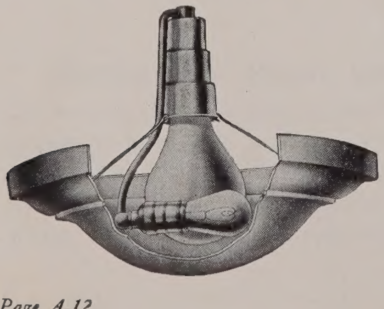


● LUMOZAK

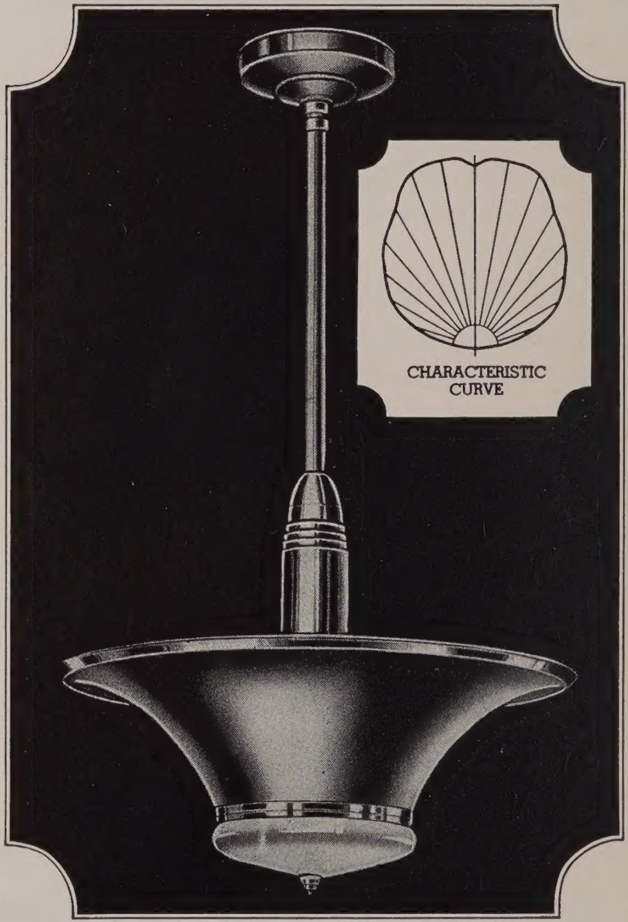
Reflector of genuine ALZAK aluminum (18-gauge). Exterior Emery-ALZAK with polished band. Stem and socket-cover permanently finished ALZAK. With swivel hanger.

No.	Wattage	Diam.	Lgth.	List	Code
R5993	200-300*	14″	30″	**$ 8.00**	Osurx
R5994	300-500	18″	36″	**11.00**	Osusy
BP5994	500-1000†	18″	42″	**12.50**	Osyew
R5995	750-1500	22″	42″	**16.00**	Osutz

* and † see notes under ESSEX prices (column to right).



Guth Night Light Accessory is adaptable to all open type indirects of 18″ diameter and larger. The Night Light lists at **$3.00.**



● ESSEX

Reflector genuine ALZAK aluminum (18-gauge). Exterior Emery-ALZAK with polished bands. Stem and socket-cover permanent finished ALZAK. With swivel hanger. Satin crystal luminous glass bottom-bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R5453	200-300*	14″	30″	**$10.00**	Spike
R5454	300-500	18″	36″	**13.00**	Spurt
BP5454	500-1000†	18″	42″	**14.50**	Oswet
R5455	750-1500	22″	42″	**19.00**	Stoic
R5456	750-1500	30″	48″	**32.00**	Stone

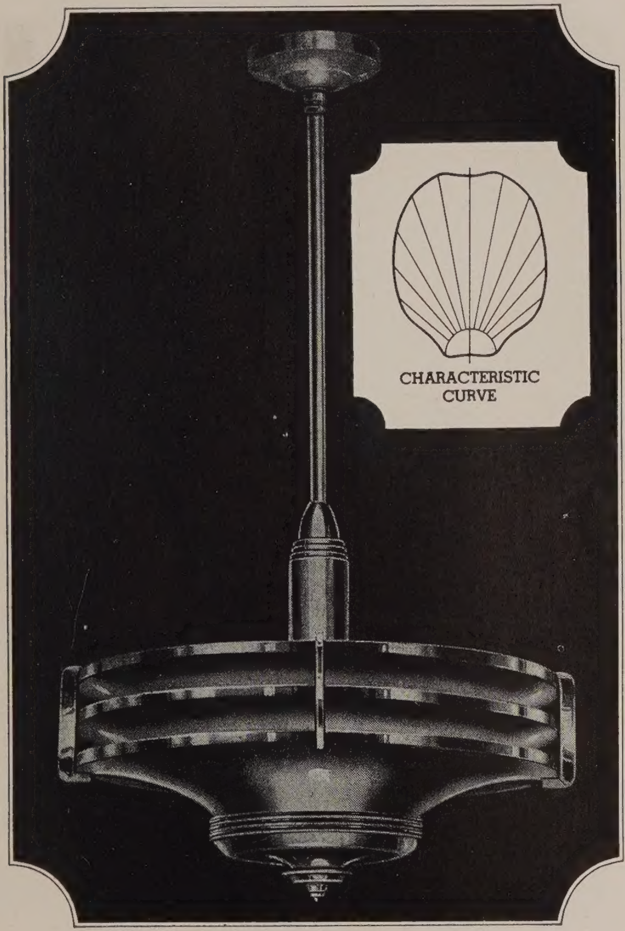
*New 300-watt lamp for 14-inch size unit requires special socket-cover one inch above reflector and longer bowl supports. Furnished optional upon request.

†BiPost lamps. Prices include ventilated socket-cover, special socket, solid wires and porcelain tube in stem. For adapter for 500-watt BiPost lamp, see page 7.

Guth YORKLEIGH and ANCODA

Permanent ALZAK *Reflectors*

True beauty in functional design is exemplified in the new YORKLEIGH and ANCODA. Both luminaires are entirely ALZAK aluminum, yet delightful spills-of-light on exterior effect translucency and opalescence. YORKLEIGH and ANCODA luminaires deliver totally indirect illumination in an efficient manner.



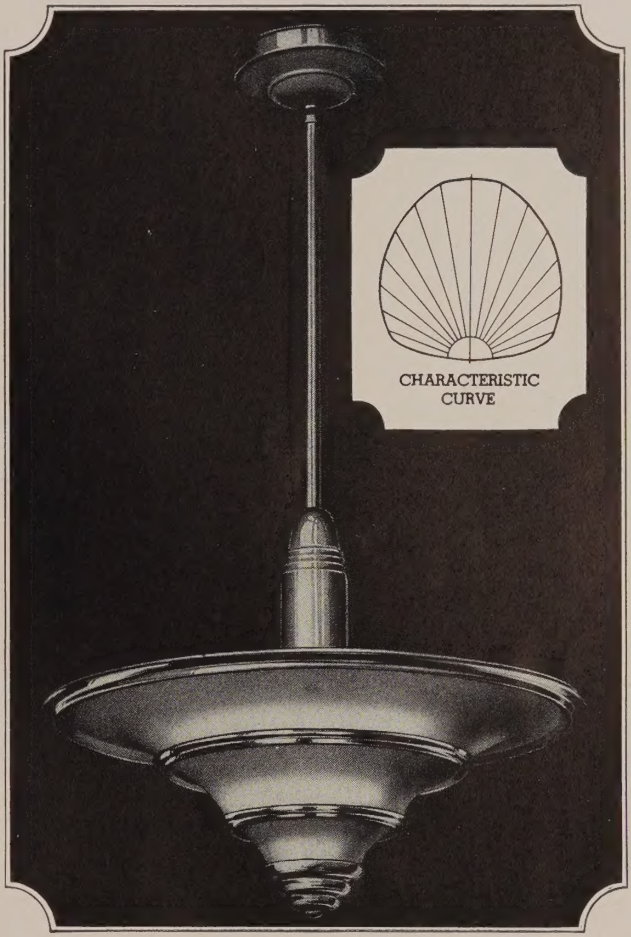
• YORKLEIGH

Reflectors genuine ALZAK aluminum (18-gauge). Exterior Emery-ALZAK with polished bands. Fins and bottom knob polished aluminum. Stem and socket-cover permanently finished ALZAK. Swivel hanger.

No.	Wattage	Dia. O.A.	Lgth.	List	Code
R5445	200-300*	14″	30″	**$24.00**	Snag
R5446	300-500	18″	36″	**32.00**	Snow
BP5446	500-1000†	18″	42″	**33.50**	Oycow
R5447	750-1500	22″	42″	**44.00**	Solar

*New 300-watt lamp in 14″ size unit requires special socket cover 1″ above reflector and longer bowl supports. Furnished optional upon request.

†New BiPost Lamps. Price includes ventilated socket-cover, special socket, solid wires, and porcelain tube in stem. For Adapter, see page 7.



• ANCODA

U. S. Pat. No. 105628

Reflector genuine ALZAK aluminum (18 gauge). Exterior is Emery-ALZAK with the fluted bands polished. Stem and socket-cover permanently finished ALZAK. Swivel hanger.

No.	Wattage	Dia. O.A.	Lgth.	List	Code
R5990	200	15″	30″	**$16.00**	Osvar
R5991	300-500	19″	36″	**22.00**	Osves
BP5991	500-1000*	19″	42″	**23.50**	Osyix
R5992	750-1500	26″	42″	**32.50**	Osvit

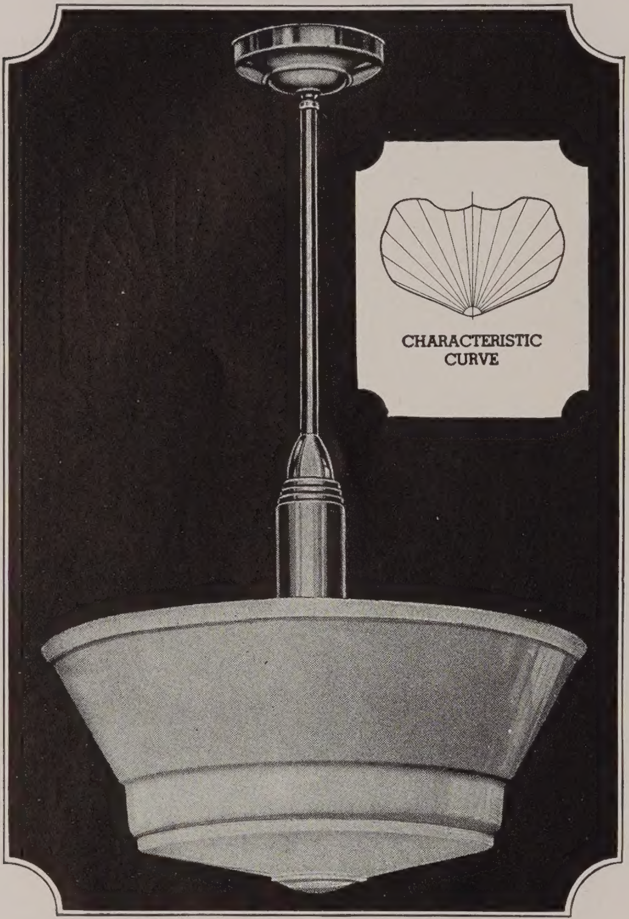
*New BiPost Lamps. Price includes ventilated socket-cover, special socket, solid wires, and porcelain tube inside stem. For Adapter, see page 7.

NOTES

	List Additional
Finishes other than specified	**10%**
Single-pole canopy switch	
3-ampere rating	**$0.56**
6-ampere rating	**1.44**
10-ampere rating	**2.24**
Mogul socket for 3-wattage lamps	**1.44**
Canopy pull-switch for 3-wattage lamps:	
3-ampere rating	**1.44**
10-ampere rating	**2.44**
6″ lengthening stem, MP2402	**.40**
12″ lengthening stem, MP2403	**.60**

INDIRECTS · · · *Porcelain Enameled Steel*

Three Coats • Electrically Fired-On • A "Whiter" Porcelain Enamel



• SUPER INDIRECT

Steel reflector finished Porcelain Enamel. Outside, ivory and white—inside, all-white. Stem and socket-cover permanently finished ALZAK. With swivel hanger.

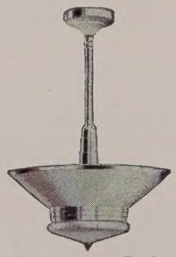
No.	Wattage	Dia.	Lgth.	List	Code
R5230	300-1500	18″	42″	**$11.00**	Supine
BP5230	500-1000†	18″	42″	**12.50**	Study

SUPER INDIRECT may be used with any lamp, 300 to 1500 watts, inclusive. An adapter is supplied with each fixture to raise socket-cover when 300- or 500-watt lamps are used. A utilitarian, totally indirect type that is built-to-last.

†For BiPost lamps.

• SUPER-ILLUMINATOR

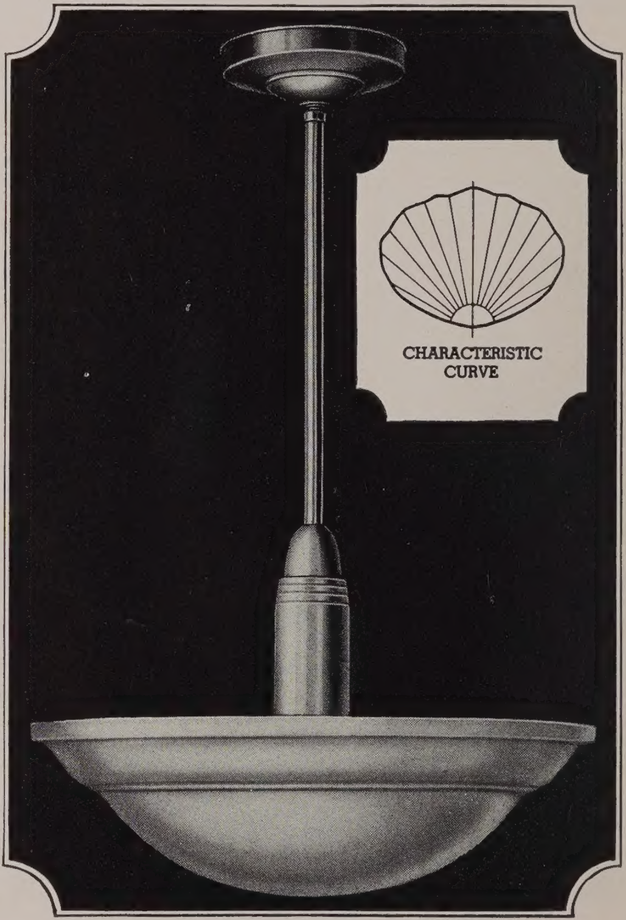
With Porcelain Enamel Reflector



Highly efficient, Luminous-Bowl Luminaire is shown in large size on Page 6. Herewith available with Porcelain Enameled steel reflector. Outside finished Ochre with White Bands; inside, finished 3-coat White. Hanger permanently finished ALZAK. BP4410 is for use with BiPost lamps.

No.	Wattage	Dia.	Lgth.	List	Code
R4410	300-500	18	36″	**$15.00**	Finem
BP4410	500-1000†	18″	42″	**16.50**	Find

Three successive coats of vitreous enamel are fired-on at 1700 degrees Fahrenheit in Guth Company's electric furnace. The electric furnace assures a cleaner, whiter, and more efficient reflecting surface for Guth porcelain enamel indirects. Porcelain enamel is heat resisting and will not discolor. Soap and water quickly removes all dirt and grime.



• INDIRECT LITE

Steel Reflector finished Porcelain Enamel. Outside all-ivory, and inside all-white. Stem and socket-cover permanently finished ALZAK. With swivel hanger.

No.	Wattage	Dia.	Lgth.	List	Code
R5354	150	10″	25″	**$ 7.00**	Lotus
R5355	200-300*	14″	30″	**8.00**	Loyal
R5357	300-500	18″	36″	**10.00**	Lunge
BP5357	500-1000†	18″	42″	**11.50**	Lurch
R5359	750-1500	22″	42″	**14.50**	Lyric

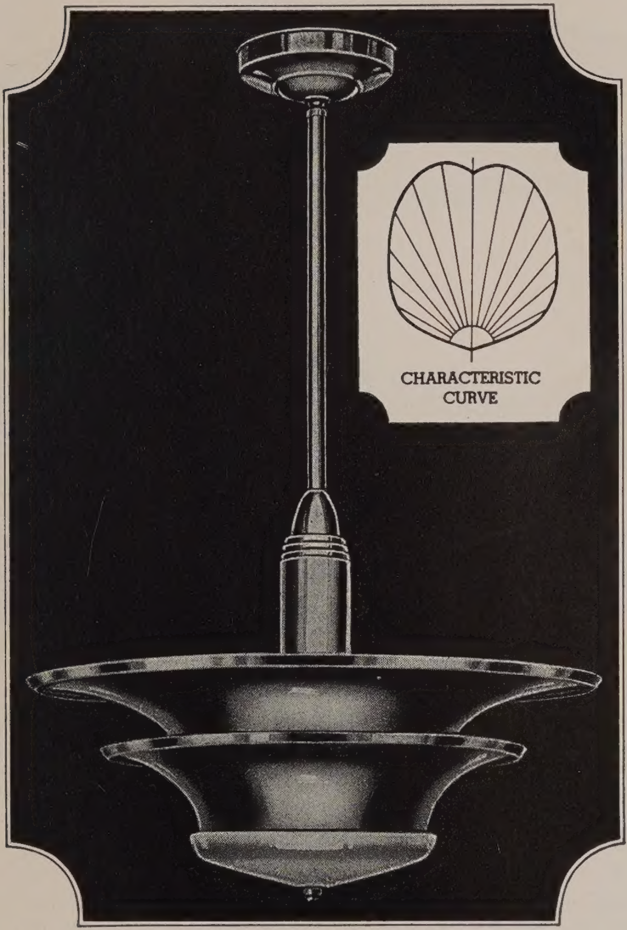
*300-watt medium-base lamp requires special socket-cover 1″ above reflector and longer bowl supports. Furnished optional upon request.

†BiPost lamps. Price includes ventilated socket-cover, BiPost socket, solid-wires, and 4″ porcelain tube inside stem, For Adapter, see page 7.

SUSSEX *and* ZOUAVE

Genuine ALZAK *Reflectors*

The SUSSEX is two-tier luminous-bowl indirect with light-spill on exterior. The new ZOUAVE is totally indirect luminaire with wide-light distribution. ZOUAVE is of same high quality as all Guth products. The beauteous Emery-ALZAK finish and graceful contour are in good taste with modern appointments.

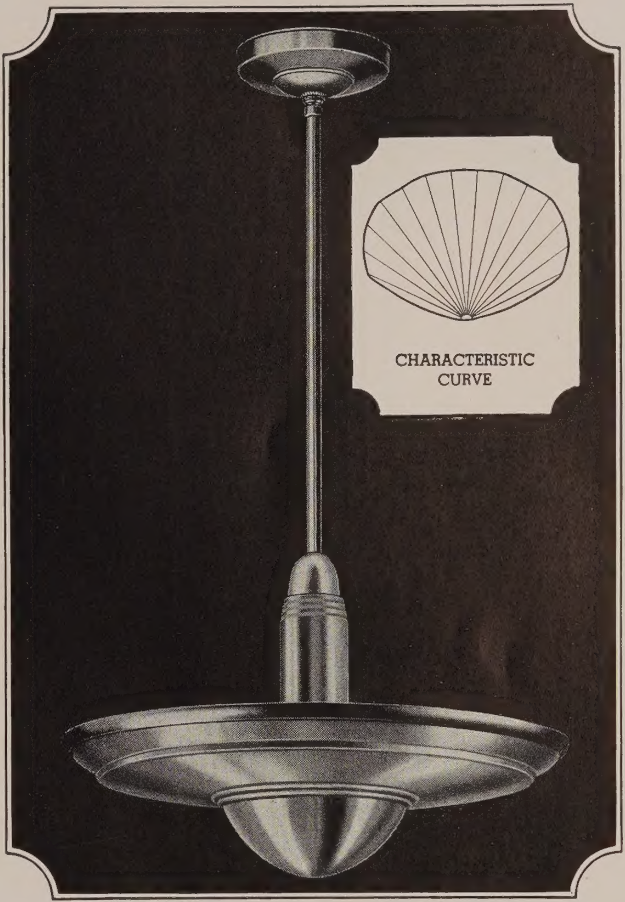


• SUSSEX

Reflectors genuine ALZAK aluminum (18 gauge). Exterior finished grained Emery-ALZAK. Stem and socket-cover permanently finished ALZAK. With swivel-hanger. Satin crystal glass bottom bowl.

No.	Wattage	Dia.	Lgth.	List	Code
R5450	300-500	19½″	36″	**$25.00**	Spear
BP5450	500-1000*	19½″	42″	**26.50**	Specie
R5451	750-1500	24″	42″	**37.00**	Spice

*New BiPost lamps. Price includes ventilated socket-cover, special socket, solid wires, and porcelain tube in stem. For Adapter, See Page 7.



• ZOUAVE

Reflector genuine ALZAK aluminum (18 gauge). Exterior is grained Emery-ALZAK, with top band polished. Stem and socket-cover permanently finished ALZAK. With swivel-hanger.

No.	Wattage	Dia.	Lgth.	List	Code
R6560	200-300*	15¼″	30″	**$10.00**	Hermit
R6561	300-500	19″	36″	**12.00**	Hers
BP6561	500-1000†	19″	42″	**13.50**	Hew
R6562	750-1500	23½″	42″	**17.50**	Hidalgo

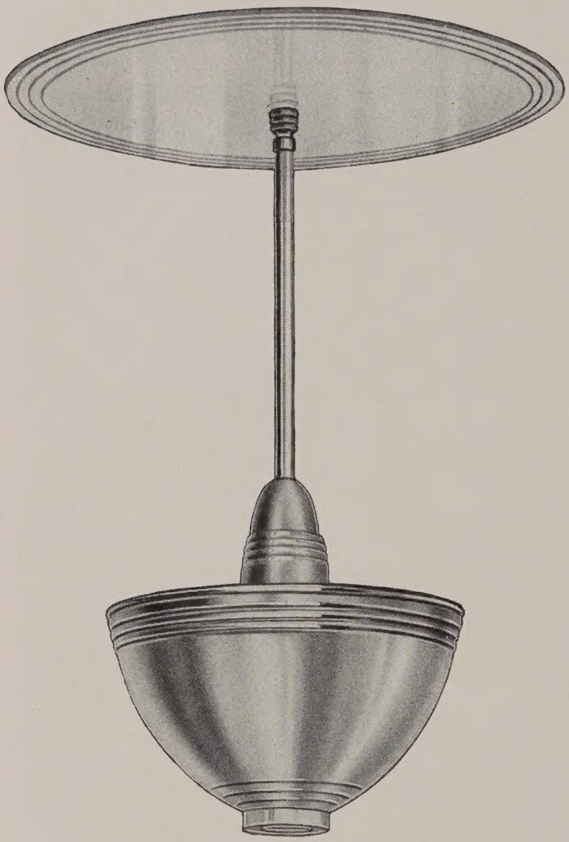
Notes: Baffle for lamp neck is not supplied regularly, but will be furnished, no charge with order, where considered necessary to shield lamp neck, as in long rooms with low ceilings, etc.

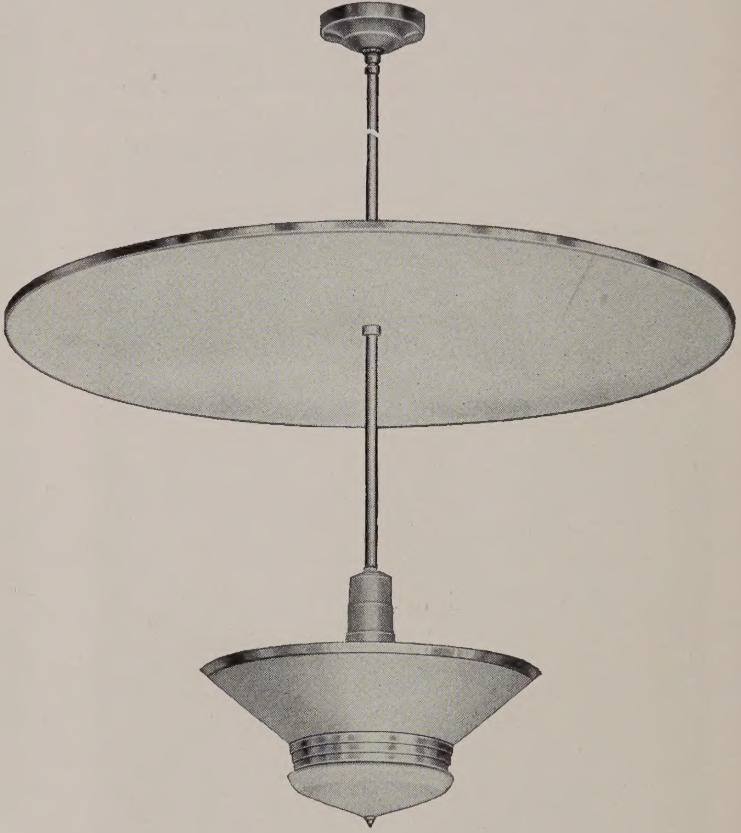
*New 300-watt, short neck, medium base lamp requires special socket-cover and longer bowl supports. Furnished optional upon request.

†BiPost lamps. Price includes ventilated socket-cover, improved BiPost socket, solid wire leads, and porcelain tube in stem. If 500-watt BiPost lamp will be used, specify Guth ADAPTER (see page 7) for correct filament positioning. This new ADAPTER makes possible the change from 500-watt to 750- or 1000-watt BiPost lamp without rewiring or special reflector supports.

HIPOLUX *and* AUX-LUX

Auxiliary Ceilings For Guaranteed Light Intensity





● HIPOLUX

HIPOLUX is available with two-size Canopy-Reflectors. A 30″ Canopy-Reflector is recommended where ceiling conditions are unsuited for conventional indirect illumination — where, for instance, color is inefficient, etc. HIPOLUX with 16″ Canopy-Reflector is adaptable where ceiling brightness is a factor, as the specular ALZAK reflector lessens glare in normal vision range. HIPOLUX should be spaced three-quarters of the distance from floor to canopy-reflector.

Aluminum ceiling reflector finished Specular ALZAK. Bottom reflector, 11-inch diameter, ALZAK aluminum—Emery with polished bands outside, diffuse inside. Stem and socket-cover ALZAK. Two-inch glass "Louvre-Lens" in bottom reflector. With swivel hanger.

No.	Wattage	Ceil. Refl. Dia.	O. A. Lgth.	List	Code
R6300	300-500	16″	24″	**$15.00**	Trot
R6311	300-500	30″	24″	**23.00**	Troop

● AUX-LUX

Guth AUX-LUX is very effective for high-ceiling installations, or where beam construction interferes with normal operation of indirect lighting. Illustration above shows AUX-LUX with Super-Illuminator bottom reflector. Other Guth indirects (York and Essex) will be supplied in place of Super-Illuminator reflector, at same price. Extremely wide light-distributing reflectors such as Zephyr are *not* recommended with AUX-LUX for most efficient operation.

Reflector genuine diffuse ALZAK aluminum (18 gauge). Auxiliary ceiling reflector steel, finished flat white. Stem and canopy polished and Satin aluminum. Satin finish glass bowl.

No.	Wtg.	Lower Reflector Dia.	Aux. Ceiling Dia.	Lgth.	List	Code
R5701	300-500	18″	40″	60″	**$28.50**	Punch

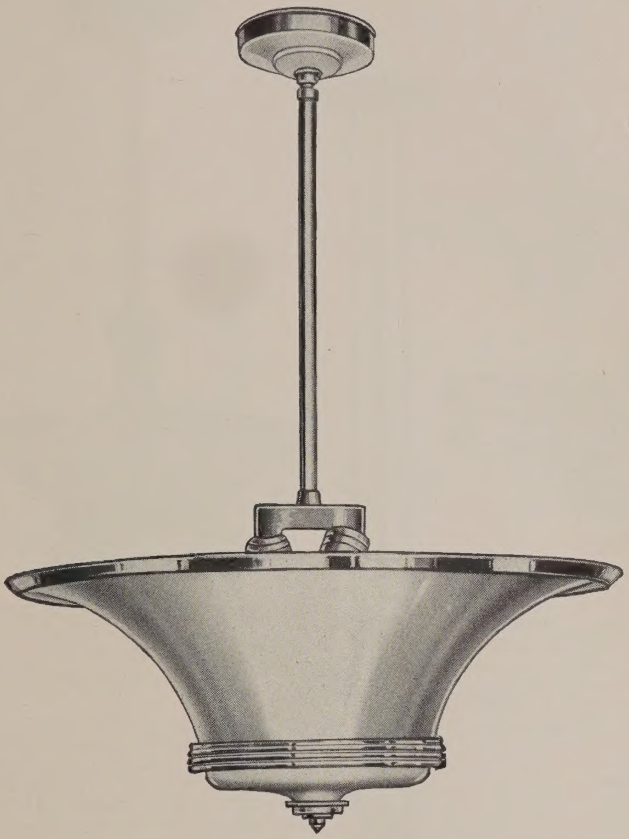
Extra stem $0.60 per foot, List.

Guth MERCOLUX *For Mercury-Vapor • Mazda Combination*

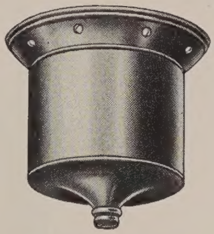
Trade Mark Registered — U. S. Patent No. 2,125,440

Featuring "Diagonal Spectral Assimilation" • More Light of Better Fused Colors

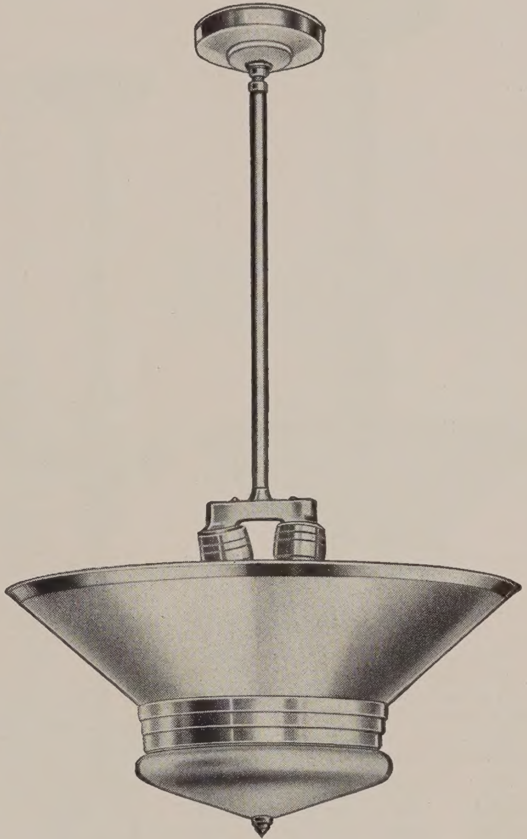
Genuine ALZAK *Reflectors*



● **R5605 & R5660**



● **R5996 HOUSING**



● **R5657**

MERCOLUX, the indirect luminaire for blending commingled light rays of the Mercury-Vapor and MAZDA lamps, is available in two designs. MERCOLUX Nos. R5605 and R5660 utilizes the efficient YORK reflector (see page 9); MERCOLUX No. R5657 is furnished with the luminous bowl SUPER-ILLUMINATOR reflector (see page 6).

MERCOLUX' patented "Diagonal Spectral Assimilation" principle, that of crossing light-centers from the two lamps, "fuses" the light rays better, effecting a truer fidelity of color tones. Larger, more efficient MAZDA lamps are used, with less lamp replacements.

DESCRIPTIONS AND PRICES

Reflectors genuine ALZAK aluminum. Emery-ALZAK exterior with polished bands. Stem and socket-covers finished permanent ALZAK. Swivel hanger.

	Wattage		Sockets					
No.	Mercury	Mazda	Mog.	Med.	Dia.	Lgth.	Price	Code
R5605	400	750-1500	2	0	30″	48″	**$35.00**	Merit
R5657	250	300-500	1	1	22″	42″	**21.00**	Mart
R5660	250	300-500	1	1	22″	42″	**21.00**	Mower

Note: R5996 Housing and transformer carrying frame if required furnished at $6.50 list extra, code "Mirth." This housing is used when transformer or reactor is placed at canopy of fixtures.

TRANSFORMERS AND REACTORS

(NET PRICES*)

HIGH POWER-FACTOR

Cat. No.	Wattage	Voltage	Cycle	List Price
R5705-HI	250	100-123	60	**$31.25**
R5619-HI	250	200-245	60	**31.25**
R5618-HI	400	100-123	60	**31.25**
R5837-HI	400	200-245	60	**31.25**

LOW POWER-FACTOR

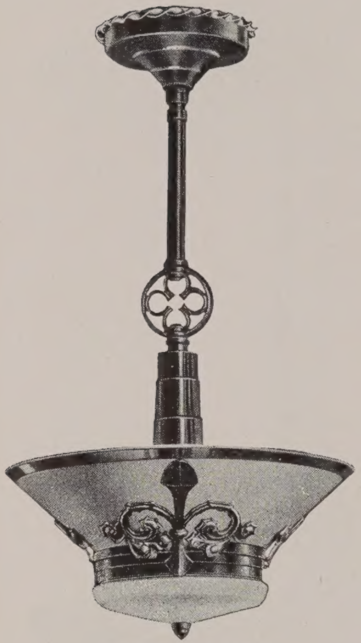
Cat. No.	Wattage	Voltage	Cycle	List Price
R5705-LO	250	100-123	60	**$21.25**
R5619-LO	250	200-245	60	**21.25**
R5618-LO	400	100-123	60	**21.25**
R5837-LO	400	200-245	60	**16.90**

All transformers and reactors listed are core-and-coil type, and will fit R5996 Housing (above). Wall-mounted type transformers and reactors can be supplied—Prices upon request.

Guth INDIRECTS *In Period Design*

For Churches, Lobbies, Fine Offices, etc. , , , Illumination Plus Design

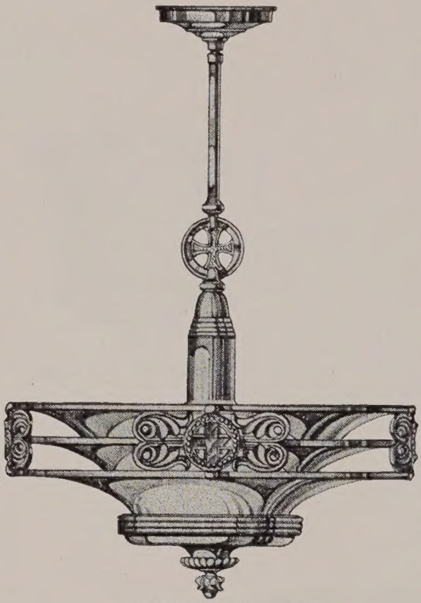
Genuine ALZAK *Reflectors*



GOTHIC TYPE R4756

Reflector, canopy and socket-cover aluminum—Outside finish, F787 antique bronze and ecclesiastical gold. Inside reflector finished diffuse ALZAK. Stem and ornaments brass, finished F787 antique bronze and ecclesiastical gold. Satin finish glass bowl.

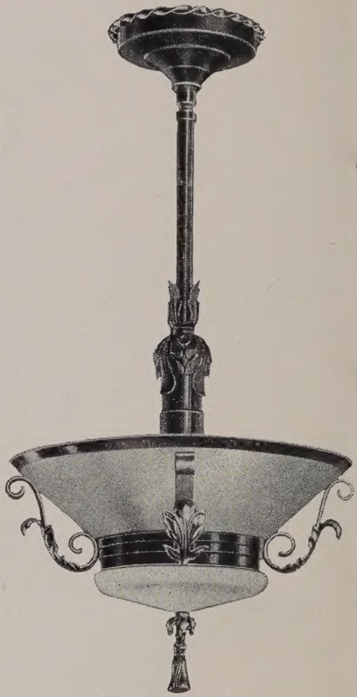
No.	Wattage	Dia.	Lgth.	List
R4755	200	14″	30″	**$24.00**
R4756	300-500	18″	36″	**34.00**
R4757	750-1500	22″	42″	**40.00**



ROMANESQUE TYPE R6580

Made of bronze and aluminum. Finish outside, beauteous Emery-ALZAK and bronze; inside, ALZAK reflecting surface. Indirect luminaire with light-spills. The R6580 is 22 inches in diameter, 42 inches in length, is for 500-1500-watt lamp. Specify wattage to be used.

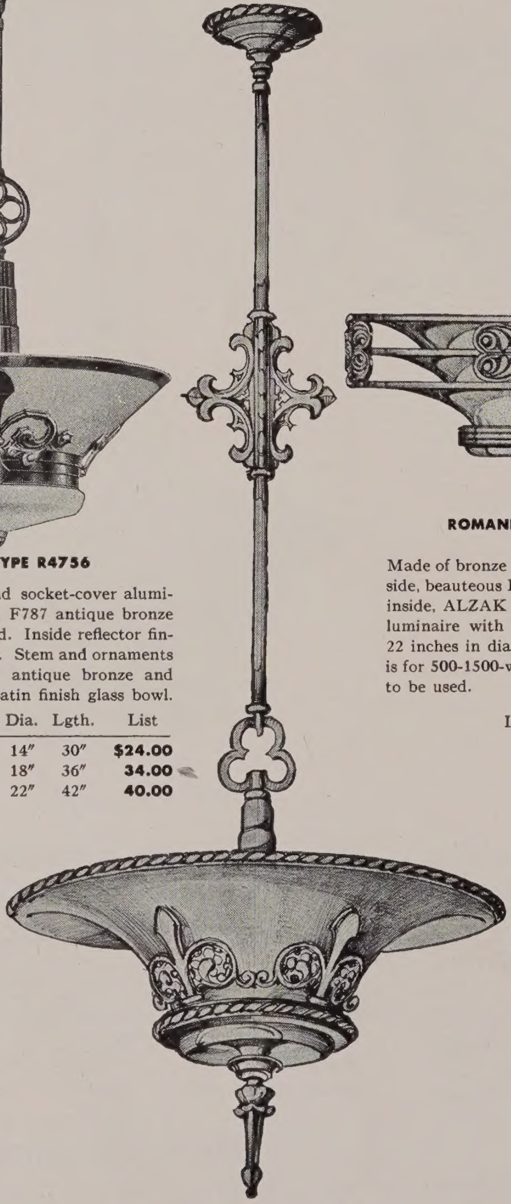
List, **$80.00**



GOTHIC TYPE R4669

Reflector aluminum—Outside finish, F767 Florentine bronze and antique gilt. Inside finished diffuse ALZAK. Canopy and socket-cover aluminum — Finished F767 Florentine bronze and antique gilt. Stem brass, finished F767 Florentine bronze and antique gilt. Satin finish glass bowl.

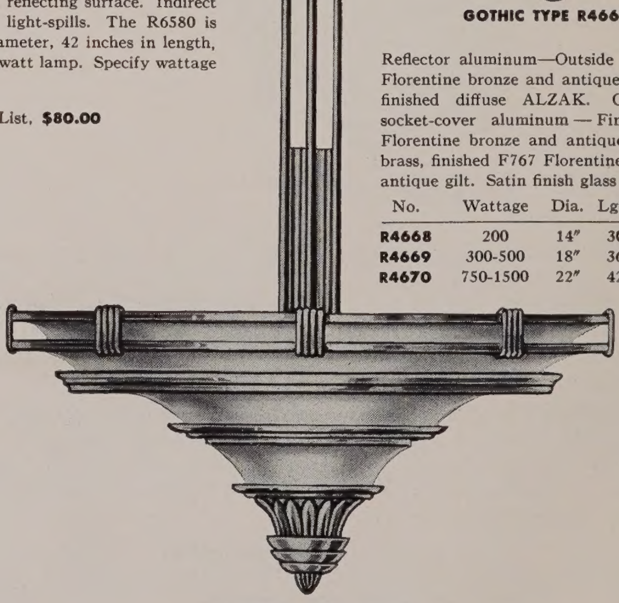
No.	Wattage	Dia.	Lgth.	List
R4668	200	14″	30″	**$21.00**
R4669	300-500	18″	36″	**26.00**
R4670	750-1500	22″	42″	**33.00**



GOTHIC TYPE R5808

Reflector genuine ALZAK aluminum (18 gauge). Stem ALUMILITE finished. Twists and ornaments finished Antique Gilt. Soft light-spills illuminate exterior of reflector.

No.	Wattage	Dia.	Lgth.	List
R5807	200	14″	36″	**$40.00**
R5808	300-500	18″	48″	**48.00**
R5809	750-1500	22″	60″	**57.00**
R5810	750-1500	30″	72″	**80.00**



MODERNE TYPE R6578

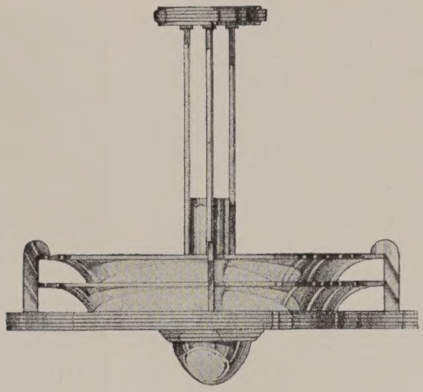
Made of bronze and aluminum. Finish outside, beauteous Emery-ALZAK and bronze; inside, ALZAK reflecting surface. R6578 is an indirect luminaire with light-spills to illuminate the exterior. For 750- to 1500-watt lamp. Overall diameter is 32 inches and standard length is 54 inches.

List, **$120.00**

MODERN LUMINAIRES *of Indirect Lighting Type*

Bank Lobbies, Offices • Wherever Exquisite Design is Desired

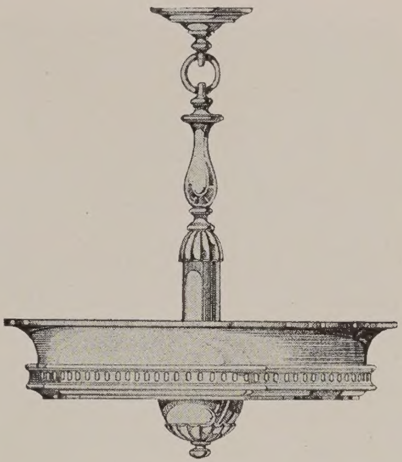
Efficient ALZAK *Reflectors*



LUMINAIRE R6584

Made of extruded brass and aluminum. Exterior finished Emery-ALZAK and gold. Luminaire is an indirect type, with light-spills. R6584 is 26 inches in diameter, 30 inches in length (can be made longer), is for 300- or 500-watt lamps.

List, **$75.00**



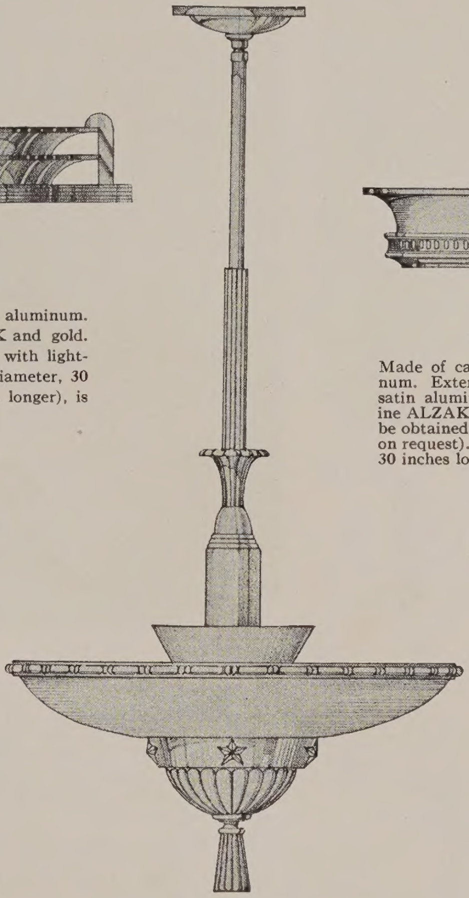
LUMINAIRE R6586

Made of cast and sheet brass and aluminum. Exterior, finished antique brass and satin aluminum. Reflecting surface genuine ALZAK. R6586 is totally indirect (can be obtained with glass bottom panels, price on request). It is 24 inches in diameter and 30 inches long.

List, **$70.00**

FREE DESIGN SERVICE

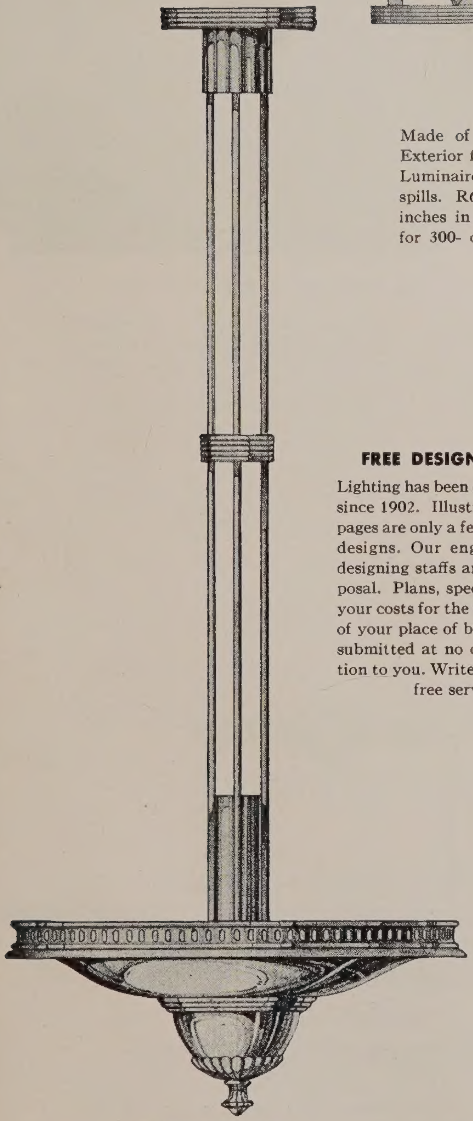
Lighting has been our "business" since 1902. Illustrated on these pages are only a few of our many designs. Our engineering and designing staffs are at your disposal. Plans, specifications and your costs for the better lighting of your place of business will be submitted at no cost or obligation to you. Write today for this free service.



INDIRECT LUMINAIRE R6590

Made of cast and sheet brass, with separate ALZAK reflector for efficient lighting. Exterior finished electro-plated natural and and antique bronze. No. R6590 is 24 inches in diameter and 48 inches long. For 750-1500 watt lamp.

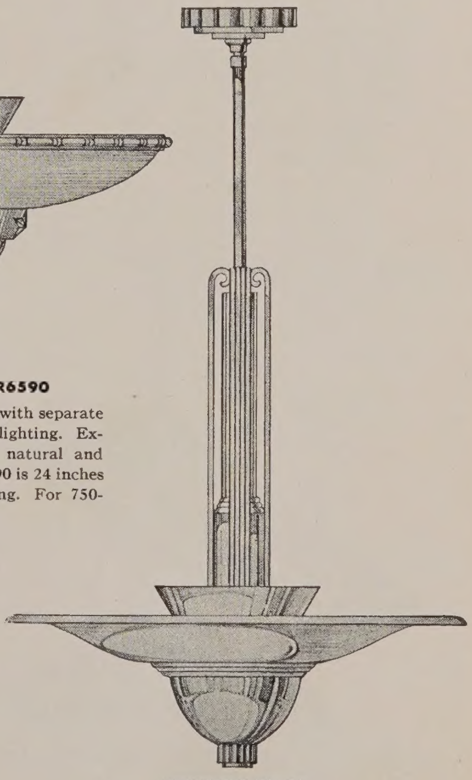
List, **$80.00**



LUMINAIRE R6582

Made of cast and extruded bronze and aluminum. Exterior finished Emery-grained aluminum and bronze. Reflecting surface genuine ALZAK. Indirect luminaire for 750- to 1500-watt lamps. R6582 is 23½ inches in diameter and is 48 inches long.

List, **$65.00**



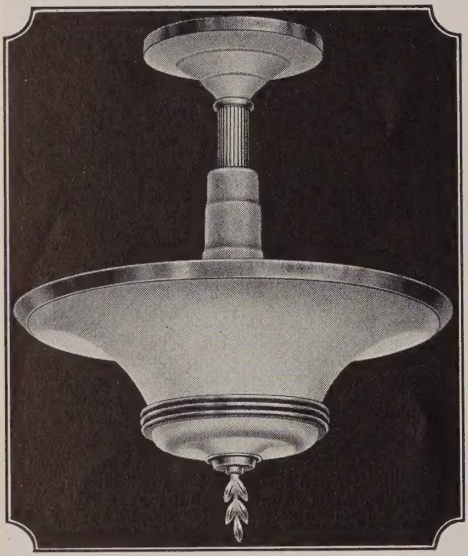
LUMINAIRE R6588

Made of cast and extruded bronze and aluminum. Finished Emery-ALZAK and bronze. Luminaire is totally indirect with wide light-distribution. No. R6588 is 23½ inches in diameter, is 48 inches long; is for 750- to 1500-watt lamps.

List, **$40.00**

ORNAMENTAL and TROUGH INDIRECTS

Genuine ALZAK *Reflectors*

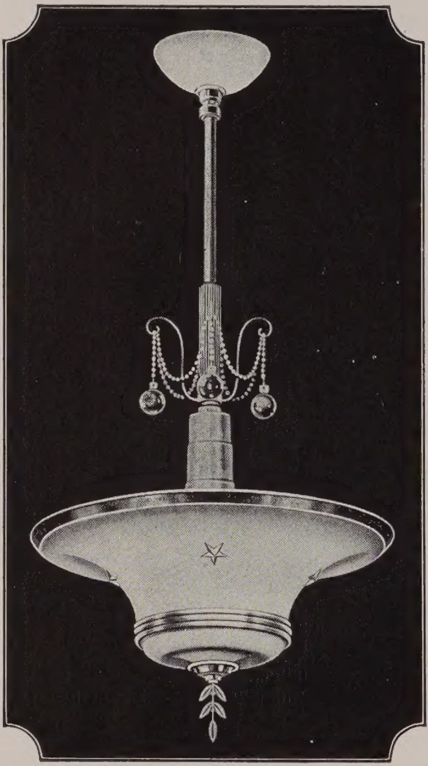


● R5750

Reflector aluminum — finished diffuse ALZAK inside. Canopy and outside of reflector finished Antique Ivory and Gold. Socket cover finished Antique Ivory. Stem, band and ornament finished gold.

Wattage	Dia.	Lgth.	List
200	14″	15″	**$11.00**

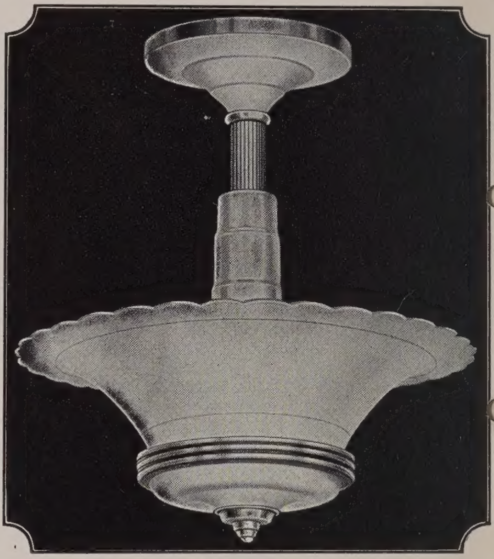
Code: Runic



● R5475

Reflector and canopy aluminum—Outside finished Antique White and Gold. Inside reflector finished diffuse ALZAK. Socket cover aluminum. Finished Antique White. Stem finished Antique White and Gold. Band, swivel and ornaments finished gold. Crystal glass balls.

No.	Wattage	Dia.	Lgth.	List	Code
R5475	200	14″	25″	**$17.00**	Star
R5637	300-500	18″	36″	**20.00**	Stark

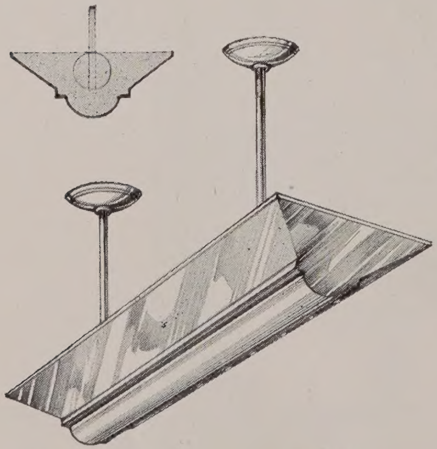


● R5749

Reflector aluminum — finished diffuse ALZAK inside. Outside reflector and socket cover finished Antique White. Canopy finished Antique White and Gold. Stem and band finished gold.

Wattage	Dia.	Lgth.	List
100-150	12¾″	15″	**$12.00**

Code: Ruler



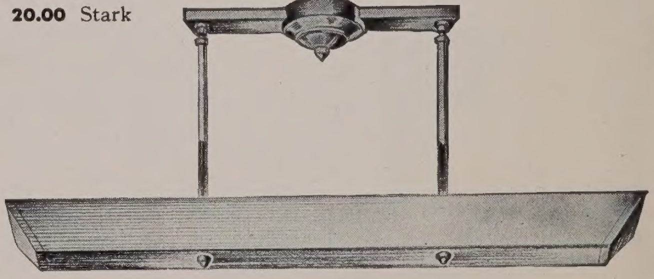
● M1119

TROUGH INDIRECT — M1119

Reflector of aluminum, finished genuine ALZAK. Hanger is aluminum. Four lights.

Sockets	Wattage	Reflector Length	Reflector Width	Extends from Ceil.
4–medium	600	48″	12″	36″

List, **$67.00** Code: Trough



● R5776

TROUGH INDIRECT — R5776

Totally indirect unit with satin ALZAK aluminum (18-gauge) reflector. The brass ceiling canopy is finished satin Udylite. Stems are satin ALUMINITE.

Sockets	Wattage	Reflector Length	Reflector Width	Extends from Ceil.
4–medium	600-800	54″	7″	36″

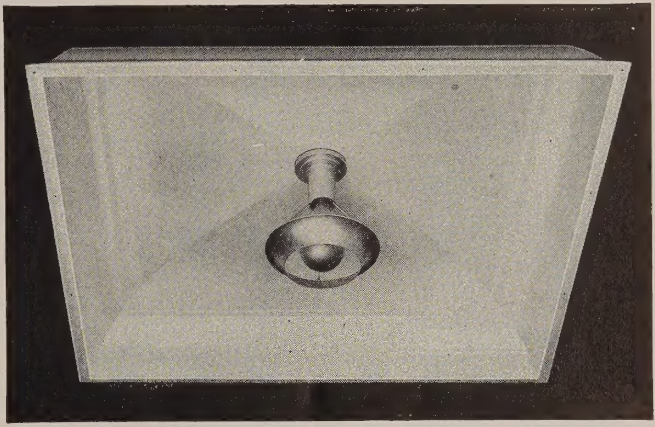
List, **$39.50** Code: Pupil

COFFERLITES

Concealed—Indirect Lighting Built into the Ceiling

A newcomer to the lighting field is the Guth COFFERLITE which, though not a true indirect system, does find advantages. The brightest area of the ceiling is concealed from the ordinary field of view; this "optical coolness" created becomes increasingly important at high-illumination levels. Architecturally, the COFFERLITES have worked into general ceiling plans between air-conditioning ducts.

The Guth COFFERLITE consists of a steel coffer in round or square design, which is installed into the ceiling. The coffer is engineered for maximum light-output. A plaster frame is furnished; the coffer is attached to this frame. An ALZAK fixture into which a silver-bowl lamp is applied, is also included.



● *Available in Square or Round Design*

● R6574 — SQUARE COFFERLITE

Coffer made of 20-gauge steel with mitred corners. Coffer electroplated copper over which is applied 2 coats of Eggshell White Baked Enamel. Overall dimensions of R6574 are 49½ inches square. Outside rim is 1½ inches wide. Holes in ceiling should be 47 inches square. Overall depth required is 12½ inches. Plaster frame with 2 hangers on each side is made of 18-gauge steel, ALUMINIZED. Fixture made of 18-gauge aluminum, permanently finished ALZAK, is furnished in center of coffer.

R6574—Complete, Lots of 1 to 5 inclusive........List	**$60.00**
R6574—Complete, Lots of 6 to 12 inclusive .....List	**55.00**
R6574—Complete, Lots of more than 12.........List	**52.00**

● R6575 — ROUND COFFERLITE

Coffer formed of 20-gauge steel, and is electroplated copper. Two coats of Eggshell White Enamel are baked on the reflecting surface side. Overall diameter is 39 inches with outer rim 1½ inches wide. Ceiling-hole should be cut 37 inches in diameter. Overall depth required is 12½ inches. Plaster frame with four hangers made of 18-gauge steel, ALUMINIZED. Fixture made of 18-gauge aluminum and permanently finished ALZAK is furnished for center of coffer.

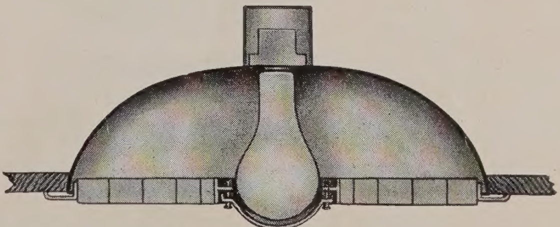
R6575—Lots of 1 to 5 inclusive.................List	**$58.00**
R6575—Lots of 6 to 12 inclusive................List	**47.00**
R6575—Lots of more than 12...................List	**39.00**

IMPORTANT Above list prices for both Square and Round Cofferlites include a well constructed Plaster Frame with hanging straps. If Plaster Frame is not required, deduct $13.00 from list of Square Cofferlites and $11.00 from list of Round Cofferlites. **NOTES**

● R6577 — ROUND CONCEALED-INDIRECT UNIT — Only 22 inches Diameter

Formed of 18-gauge aluminum, efficiently and permanently finished ALZAK, the R-6577 requires a ceiling hole of but 19 inches. Outside flange diameter is 22 inches. Requires 9¾ inches depth into ceiling. Louvres are ALZAK aluminum. Maximum 300 watts.

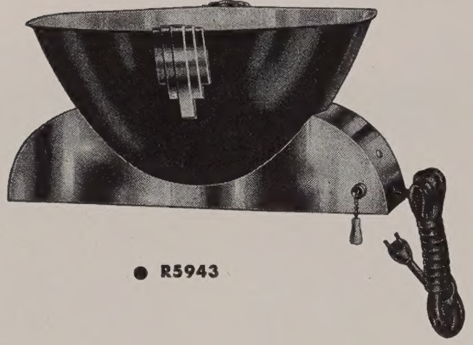
List Price **$45.00**



● **R6577**
For Standard Mazda Lamps

Guth LIGHTING SPECIALTIES ··· *Quality at Low Cost*

"SHELV-A-LITE" *Portable Indirect to Place Atop Shelves, Etc.*

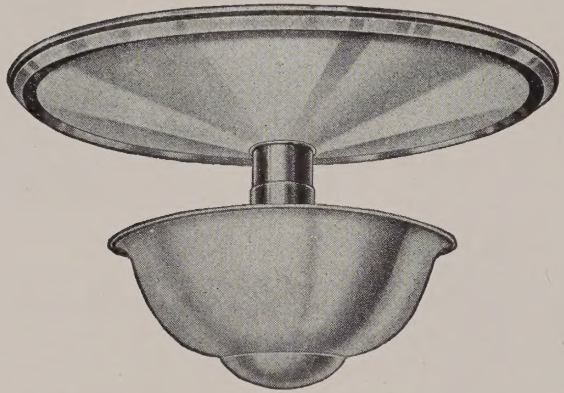


● **R5943**

The new Guth SHELV-A-LITE renders efficient indirect lighting for stores and offices. SHELV-A-LITE may be conveniently placed atop shelves, counters, file-cases, etc., and with its 10-foot rubber covered cord and plug, is extremely portable. Baseboard or service outlets are usually heavily wired, which may eliminate excessive rewiring costs.

SHELV-A-LITE has a permanently finished porcelain enamel reflector with gloss black exterior finish. The SHELV-A-LITE reflector is tilted at 10-degree angle making it highly applicable for use close to walls.

No.	Wattage	Base Dimension	Height	List	Code
R5943	300-500	16″ x 5″	9″	**$11.00**	Oswow



● **R5630**

LOW-CEILING INDIRECT—R5630

(Left)

Aluminum bottom bowl reflector finished Emery-ALZAK. Ceiling reflector is matte white porcelain enamel steel with red edge.

	Refl.	Bowl		
Wattage	Dia.	Dia.	Lgth.	List
200-300*	17″	10½″	10″	**$8.50**

Code: Epoch

*New 300-watt medium base lamp.

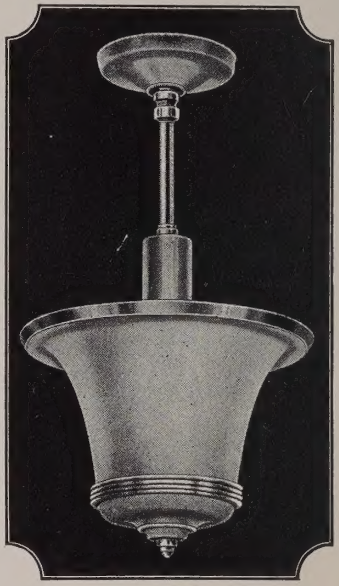
HALL-WAY INDIRECT R5559

(Right)

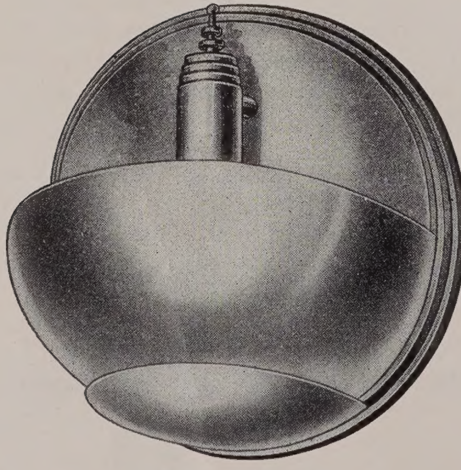
Reflector Emery-ALZAK aluminum with polished bands. Stem and socket cover is satin ALUMILITE.

Wattage	Dia.	Lgth.	List
150-200	9½″	18″	**$10.00**

Code: Guild



● **R5559**

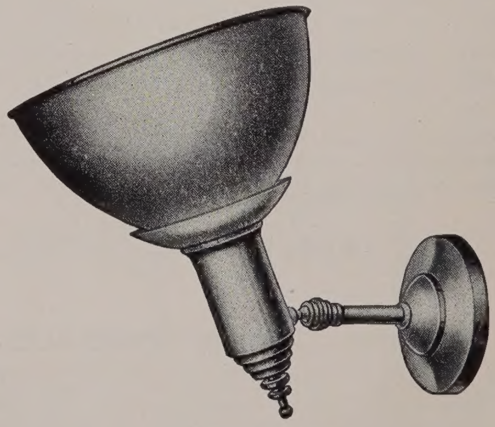


● ROUNDELITE

FOR BiPost LAMPS

ROUNDELITE utilizes the new BiPost lamps. Wall-plate and reflector of ALZAK aluminum finished Satin Lustre. Light-spill through bottom louvre. Ventilated socket-cover.

No.	Wattage	O. A. Dia.	Ext.	List
R6313	500	18″	12″	**$32.00**
R6314	750-1000	18″	12″	**32.00**



● CYCLONE

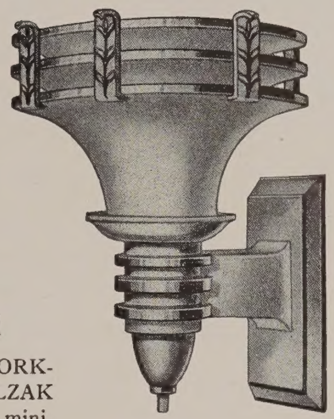
WITH SWIVEL ADJUSTMENT

Light-spill bracket, with swivel-arm to direct the light at any angle. Set-screw holds swivel at desired adjusting angle. ALZAK aluminum reflector (18-gauge) finished Emery outside. Wall-plate, arm, and socket-cover finished Emery Aluminum.

No.	Wattage	Refl. Dia.	O. A. Hght.	List
R6310	300-500	12″	14″	**$16.00**

INDIRECT LIGHTING BRACKETS

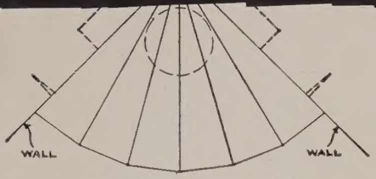
Permanent ALZAK *Reflectors*



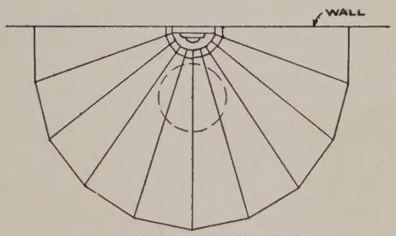
• YORKLIER

Handsomely designed YORKLIER, efficient with ALZAK reflector and baffle to minimize "wall-splash"; exterior is illuminated via spills of light. Cast-bronze body and ornaments, finished Bank Bronze; ALZAK aluminum reflectors satin with polished edges. With switch.

No.	Wattage	Height	Width	Extends	List
R6303	300-500	15″	12″	11″	**$40.00**



PLAN VIEW—CORNER TYPE



PLAN VIEW - FLAT WALL TYPE

• UNACOVE

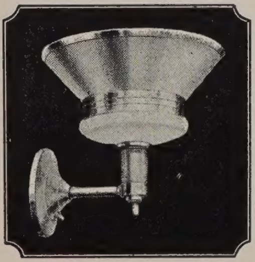
Well constructed, with individual ALZAK reflectors, UNACOVE is available for CORNER and WALL use. Body of heavy-gauge steel. Dark Bronze or Ivory enamel finishes.

CORNER TYPES

No.	Wattage	Height	Width	Ext.	Price
R6304	150-200	14″	16″	11″	**$30.00**
R6305	300-500	14″	16″	11″	**32.50**
R6306	750-1500	18″	21″	15″	**44.00**

WALL TYPES

No.	Wattage	Height	Width	Ext.	Price
R6307	150-200	14″	19″	11″	**$37.00**
R6308	300-500	14″	19″	11″	**40.00**
R6309	750-1500	18″	24″	15″	**53.00**



• ILLUMINATOR

Luminous glass bowl indirect. Reflector aluminum (18-gauge) Emery-ALZAK with polished bands. Wall-plate and stem, satin aluminum. Switch in canopy.

No.	Wattage	Dia.	Height	List
R4474	200	12½″	11½″	**$14.50**

• YANKEE

Double light-spill utility bracket; reflector aluminum (18-gauge) finished Emery-ALZAK with polished bands. Wall-plate and stem finished satin aluminum. Switch in canopy.

No.	Wattage	Dia.	Height	List
R5472	200	10″	13″	**$14.00**

NOTE: Wattages for WALL BRACKETS Should be ONE to ONE-AND-A-HALF that Specified for Ceiling Luminaires (Indirect).

Guth INDIRECT FLOOR LAMPS *For Offices, Stores, Banks, etc.*

Genuine ALZAK *Aluminum*

● BOWLUME

(Left)

Luminous glass bowl indirect lighting pedestal with ALZAK reflector. With switch and 8-foot rubber-covered cord and plug. Available in two finishes.

SILVER AND GLOSS WHITE

R4720

Wattage	Ht.	Refl.	Base	List
200-300	68″	12″	10″	**$18.00**
R4770				
300-500	72″	18″	13″	**25.00**

FLORENTINE BRONZE AND GILT

R4725

Wattage	Ht.	Refl.	Base	List
200-300	68″	12″	10″	**$18.00**
R4775				
[redacted]				

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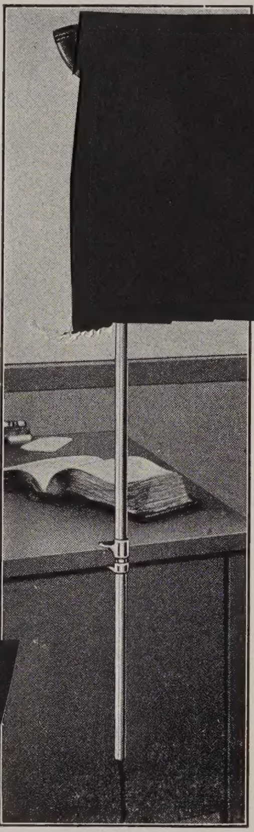


CLAMPLITE

[redacted]

Black with Polished bands. With 8-foot rubber-covered cord and plug. For 3-wattage lamps. With switch.

R5752

Wattage	Ht.	Refl.	List
100-200-300	68″	11″	**$14.70**
R5753			
200-300-500	68″	12″	**14.70**

● R5752—R5753

● CLAMPLITE

[redacted] for 3-wattage lamps; clamps to side of desk (can be easily [redacted]). Aluminum reflector with ALZAK reflecting surface is [redacted] Stem is Polished Chromium. With 8-foot rubber-covered [redacted]

[redacted]	Hght.	Refl. Dia.	List
[redacted]	52″	11″	**$12.50**
[redacted]	55″	12″	**12.50**

[redacted] SECTION A, CATALOG 35

[redacted] to conditions explained in Foreword of Catalog 35.

Catalog Number	Estimated Ship. Wt. Std. Pkg.	Page No.
[redacted]	[redacted]	11
[redacted]	40	20
*R4355	6	6
*R4357	8	6
*BP4357	8	6
*R4359	11	6
*R4410	11	6
*BP4410	11	6
*R4474	5	23
R4668-70	8-12	18
*R4720-30	26	24
R4755-57	8-12	18
*R4770-80	40	24
*R5230	12	14
*R5354-59	6-15	14
*R5441-43	6-11	9
*BP5442	8	9
*R5444	25	9
*R5445-47	7-13	13
*R5450-51	10-12	15
[redacted]	6-11	12
[redacted]	25	12
[redacted]	6	23
*R5475	7	20
*R5559	6	22
*5605	25	17
R5618-19 Hi & Lo.	18	17
*R5630	8	22
*R5637	9	20
*R5657	12	17
*R5659	10	24
*R5660	12	17
*R5696	11	24
*R5701	51	16
R5705 Hi & Lo.	18	17
*R5749-50	6	20
*R5752-53	20	24
*R5776	30	20
R5807-10	10-30	18
R5837 Hi & Lo.	18	17
*R5943	10	22
*R5990-92	7-12	13
*R5993-95	5-10	12
*R5996	5	17
*R6286-87	8-11	7
R6300	8	16
R6303	14	23
R6304-09	14-25	23
*R6310	8	22
*R6311	25	16
R6313-14	10	22
*R6381	7	7
*R6560-62	7-11	15
*R6570-72	7-11	8
R6575	50	23
R6576	45	23
R6577	45	23
R6578	45	18
R6580	20	18
R6582	45	19
R6584	40	19
R6586	40	19
R6588	45	19
R6590	45	19

*** ASTERISK DENOTES FIXTURES AVAILABLE FOR 48-HOUR SHIPPING.**

A NATIONAL ORGANIZATION RENDERING A NATIONAL LIGHTING SERVICE

DIRECT-INDIRECT &
DIRECT LIGHTING
A. I. A. File 31 F2

GUTH

Direct-Indirect, Direct
Also Semi-Direct Lighting

SECTION B **CATALOG No. 35**

The
EDWIN F. Guth COMPANY

2615 WASHINGTON BLVD. ST. LOUIS, MO.

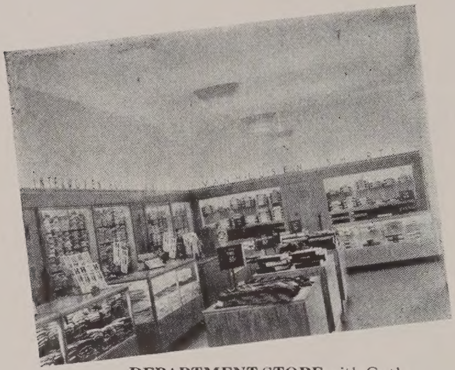
★ ★ *Progressive Development in the Lighting Art Since 1902* ★ ★

rinted in U. S. A.

GUTH ALZAK THE FINEST REFLECTOR FOR MODERN LIGHTING . . .

Guth LUMINAIRES FOR DIRECT-INDIRECT LIGHTING

Announcing the ALZAK-BRASCOLITE, *Louvre Lens, Excelux, and Shell-Cast with Genuine* ALZAK *Aluminum Reflectors*



DEPARTMENT STORE with Guth "Direct - Indirect" illumination. Light and sparkle on merchandise resultant of "Louvre Lens." Cheerful inviting store atmosphere. Thirty-five foot-candles of uniform glareless lighting.

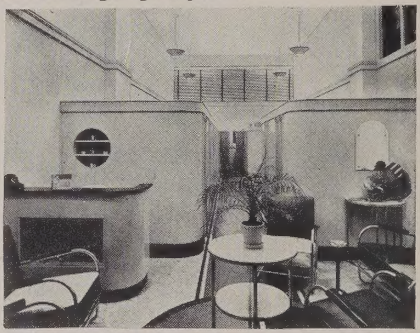
ILLUSTRATING a line of luminaires built to store owner's demands for efficient powerful down-lighting with or without indirect lighting component. The Edwin F. Guth Co. offers these quality-built luminaires at exceptionally low prices. Consider these points: engineered reflectors of 18-gauge aluminum finished ALZAK, the most efficient and virtually permanent finish; LOUVRE LENS and EXCELUX louvres—none better at any price; utilizing the most efficient light-sources made. Actual tests will convince you.

●

MEN'S CLOTHING STORE with two modern merchandising objectives accomplished with Guth "Direct - Indirects." Downward punch-lighting via LOUVRE LENS and enlarged spacious atmosphere with indirect lighting component.

GROCERY STORES are excellently lighted with Guth "Direct-Indirects." Guth R6006 is installed above on 12 ft. x 16 ft. spacings and 17 ft. ceiling. With only 300-watt lamps illumination at counter-level is 15 to 18 foot-candles.

DRUG STORES demand pleasant inviting interiors. The above modern druggist is "keeping on his toes" with his well-lighted store. Guth R6006 on 13 ft. x 15 ft. spacings and 12 ft. ceiling produce 20 foot-candles with 300-watt lamps.



BEAUTY PARLORS find new sales possibilities with Guth LOUVRE LENS, which produce "glint and sheen" on coiffures and add to Milady's vanity. Note pleasant atmosphere created with Guth "Direct-Indirects."

●

SHOE STORE modern equipped throughout requires added lighting on floor-level. In store above, Guth R6363 EXCELUX on 12 ft. length spacing and 12 ft. mounting height, produces 55-foot-candles with 500-watt lamps. Guth Indirect Shelvalites provide ceiling illumination.

BETTER LIGHTING

for

1. **Merchandise Displays**
2. **Department Stores**
3. **Merchandise Stores**
4. **Grocery Stores**
5. **Drug Stores**
6. **Physician's Inspections**
7. **Beauty Salons**

GENERAL MERCHANDISE stores need lighting with "punch" at counter level. Guth EXCELUX delivers light where it is needed. The most efficient louvres (EXCELUX) yet devised effect savings and increase lighting effectiveness.

Guth LIGHTING EQUIPMENT THAT IS BUILT TO SERVE Guth

THE EDWIN F. GUTH CO. • 2615 Washington Ave. • ST. LOUIS, MO.

"Leaders in Lighting Since 1902"

DIRECT-INDIRECT &
DIRECT LIGHTING
A. I. A. File 31 F2

Guth ALZAK BRASCOLITE

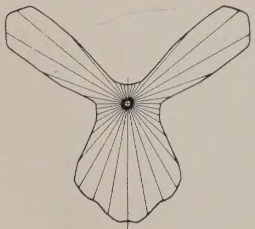
PATENTS PENDING — TRADE MARK REGISTERED

Admirable Successor to Its Famous Ancestor . . . Direct-Indirect at Its Best

100% ALZAK *Aluminum*

ALZAK BRASCOLITE, 100% Aluminum fixture. No dust - bugs - breakage - glare or drop in efficiency. Insert a new lamp in a minute and it's all okay again. Nothing to deteriorate or wear out. There never was a larger-selling lighting fixture than the original BRASCOLITE. For many applications BRASCOLITE is still considered good lighting, and efficient lighting.

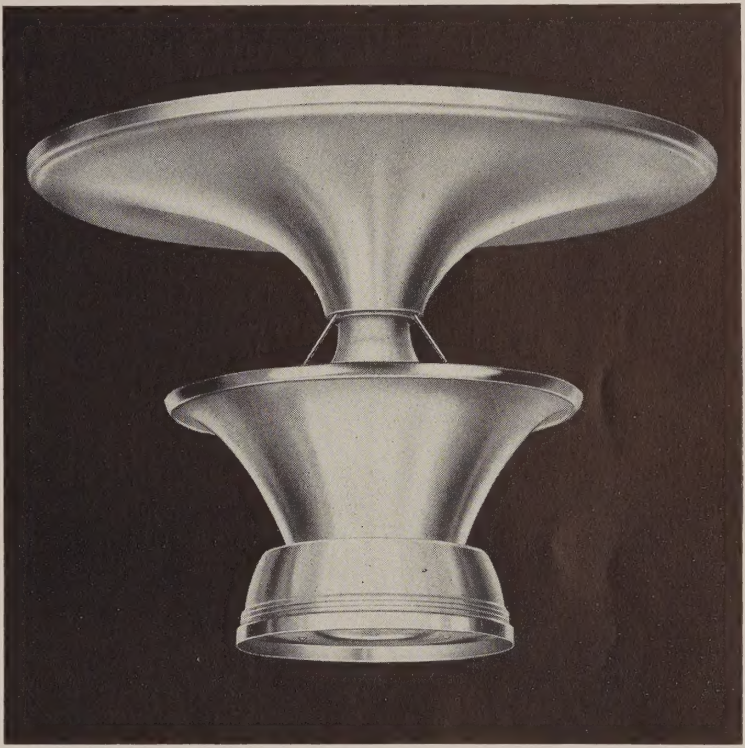
And now comes its successor, made by the makers of the original BRASCOLITE. The new ALZAK BRASCOLITE delivers exceptional lighting results of a direct-indirect nature, high-intensity, wide distribution and glarelessness. The new ALZAK BRASCOLITE finds application in all stores and offices; it is 100% aluminum and the Alzak finish does not chip, peel, tarnish or discolor.



● Amazing Lighting Curve

AMAZING LIGHT DISTRIBUTION

Illustration shows efficient down-lighting with upward indirect component which builds up lighting intensities between the units and allows wide spacing. ALZAK-BRASCOLITE delivers uniform lighting results.



ALZAK BRASCOLITE made of 18-gauge aluminum finished genuine ALZAK with rich Emery-graining and polished bands, and the exterior surfaces are illuminated. Stems when required are also ALZAK aluminum with swivel aligner.

		Dimensions			O. A.		
Cat. No.	Wattage	Ceil. Refl.	Bowl	Hanger	Lgth.	List	Std. Pkg.
R6680	150-300*	15¼″	9⅛″	No	11⅝″	**$10.65**†	4
R6685	150-300*	15¼″	9⅛″	Yes	30″	**12.65**†	4

* 300-watt medium base lamp.

†Includes EXPRESS PREPAID shipments of standard packages. For less than standard packages, prices are F. O. B. factory.

ALZAK BRASCOLITE is also made for a specific size lamp—either 200-watt or 300-watt medium base—at same price. Sold in standard package quantities only.

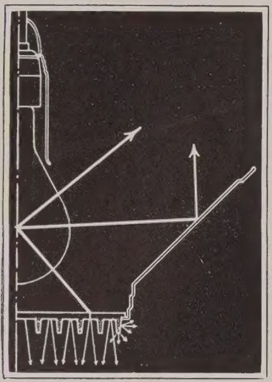
NOTES	List Additional
Finishes other than specified	10%
Single-pole canopy switch	
3-ampere rating	$0.56
6-ampere rating	1.44
10-ampere rating	2.24
Mogul socket for 3-wattage lamps	1.44
Canopy pull-switch for 3-wattage lamps:	
3-ampere rating	1.44
10-ampere rating	2.44
6″ lengthening stem, MF2402	.40
12″ lengthening stem, MP2403	.60

DIRECT-INDIRECTS WITH "LOUVRE LENS"

LOUVRE LENS IS PATENTED IN U. S. PAT. OFFICE — TRADE MARK REGISTERED

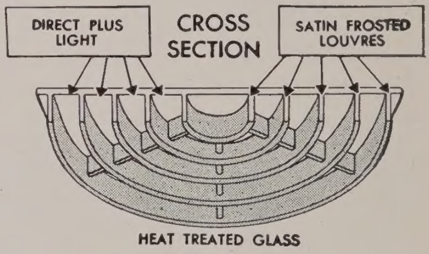
Direct and Indirect Lighting from ONE *Combination Luminaire*

Genuine ALZAK *Reflectors*

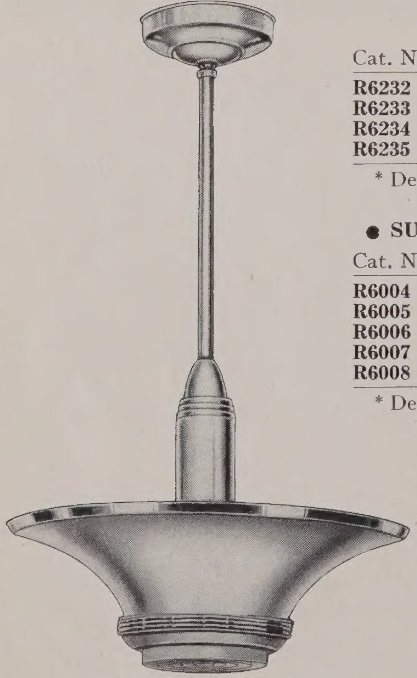


DIRECT - INDIRECT luminaires with "Louvre Lens" fulfill specific merchandise needs. Guth Direct-Indirects actually perform two lighting functions from the single combination unit. Diagram to left illustrates lighting performance of these luminaires. Approximately 20% of the delivered light is emitted downward, quickly revealing to the passing customer minute details of styling, color, form, texture and workmanship of the merchandise display. Balance of light or the indirect component effects striking character for the store interior, inspiring an expressive cheerful buying area.

LOUVRE LENS is one of the most efficient glass lenses ever produced. More than this, LOUVRE LENS' integral concentric and diagonal satin frosted bands cut off direct light at 45 degree angle, assuring refined quality illumination. LOUVRE LENS delivers the natural unadulterated golden-white light from the most efficient lamp produced—the standard Mazda lamp.



LIGHTING ENGINEERS who have specified Guth Direct-Indirects with LOUVRE LENS have justifiably accomplished their visions of the finest possible merchandise displays. Life and sparkle resultant of vital radiating characteristics delivered on merchandise displays plus startling store interiors from the Indirect Component, demand Guth DIRECT-INDIRECTS with LOUVRE LENS.



York With Louvre Lens
DIRECT - INDIRECT

● YORK With LOUVRE LENS (to left)

Cat. No.	Wattage	Dia.	Lgth.	Price
R6232	200-300*	18″	30″	**$13.50**
R6233	300-500	18″	36″	**14.00**
R6234	300-500	22″	42″	**20.00**
R6235	750-1000	30″	48″	**34.00**

* Denotes 300-watt medium base lamp.

● SUPER ILLUMINATOR With LOUVRE LENS (to right)

Cat. No.	Wattage	Dia.	Lgth.	Price
R6004	150-200	14″	30″	**$11.00**
R6005	200-300*	18″	30″	**13.00**
R6006	300-500	18″	36″	**13.50**
R6007	300-500	22″	36″	**19.00**
R6008	750-1000	22″	42″	**20.00**

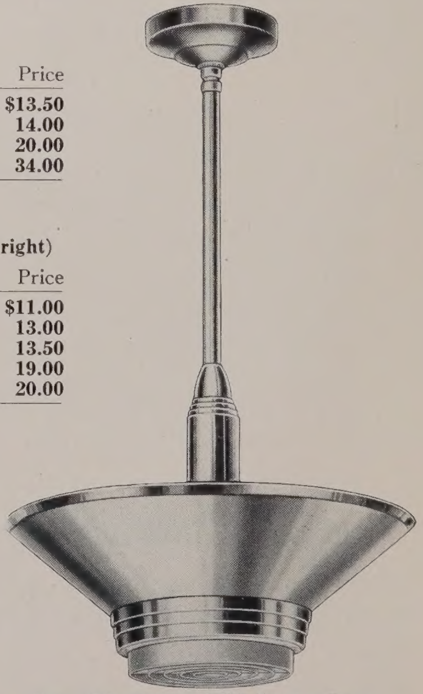
* Denotes 300-watt medium base lamp.

NOTES: Reflectors of efficient permanent ALZAK aluminum (18 - gauge). Reflector is Emery grained with Polished Bands. Guth LOUVRE LENS for direct lighting component. Canopy, stem and socket cover permanently finished via ALZAK. Extra stem lengths available:

MP2402—6″ extension, List **40c**; **MP2403**—12″ extension, List **60c.**

Three-lite sockets for mogul sizes available **at $1.45.**

Canopy pull-switches available; prices on request. Metal louvre will be furnished in lieu of Louvre Lens in SUPER ILLUMINATOR design series at same list prices.



Super Illuminator With Louvre Lens
DIRECT - INDIRECT

DIRECT-INDIRECTS WITH "LOUVRE LENS"

LOUVRE LENS IS PATENTED IN U. S. PAT. OFFICE — TRADE MARK REGISTERED

Indirect Lighting Plus Punch Lighting with the Amazing Louvre Lens
Permanent ALZAK *Reflectors*

● YORKLEIGH With LOUVRE LENS (Below)

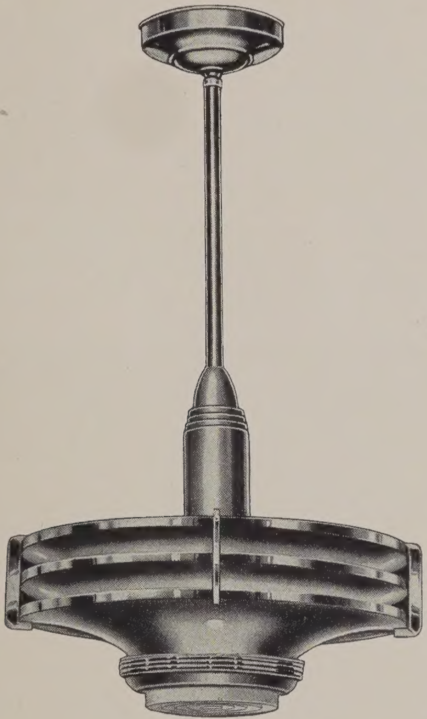
Cat. No.	Wattage	Dia.	Lgth.	Price
R6196	200-300*	18″	36″	**$33.00**
R6197	300-500	22″	42″	**45.00**

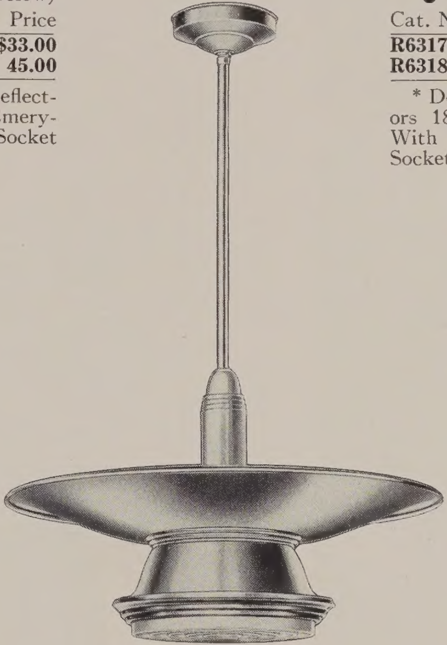
* Denotes 300-watt, medium base lamp. Reflectors 18-gauge ALZAK aluminum; finished Emery-grained with Polished Bands and ornaments. Socket cover, stem and canopy ALZAK aluminum.

● OPTILUX With LOUVRE LENS (Below)

Cat. No.	Wattage	Dia.	Lgth.	Price
R6317	200-300*	14″	30″	**$17.50**
R6318	300-500	18″	36″	**22.00**

* Denotes 300-watt, medium base lamp. Reflectors 18-gauge ALZAK aluminum, Emery-grained. With dust-proof and bug-proof glass top cover. Socket cover, stem and canopy ALZAK aluminum.

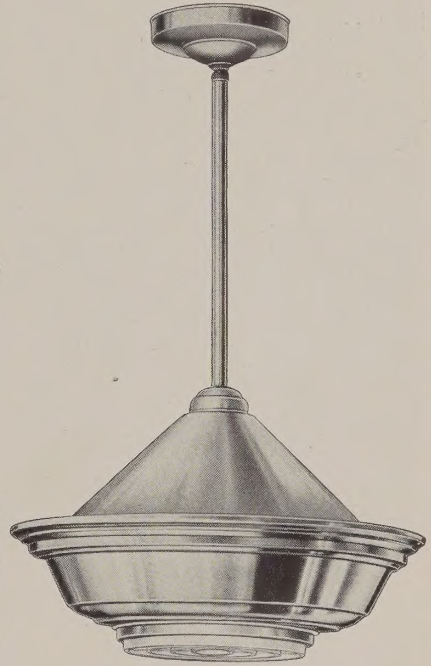




● ZEPHYR With LOUVRE LENS (Above)

Cat. No.	Wattage	Dia.	Lgth.	Price
R6690	200-300*	19″	30″	**$16.50**
R6691	300-500	19″	36″	**17.00**
R6692	300-500	23″	42″	**22.00**

* Denotes 300-watt, medium base lamp. Reflectors 18-gauge ALZAK aluminum, Emery-grained. Socket cover, stem and canopy ALZAK aluminum.



A Few PRINCIPAL USES For LOUVRE LENS UNITS

1. **Merchandise Displays:** Providing punch sales lighting for three-second selling. Nothing better than LOUVRE LENS for this purpose.

2. **Drug and Grocery Stores:** For the progressive druggist and groceryman. Light up—economically—for sales appeal.

3. **Physicians' Offices:** Louvre Lens provides strong inspection illumination and impressive dignified office atmosphere.

4. **Beauty Parlors:** Direct-Indirect lighting with LOUVRE LENS renders "glint and sheen on milady's coiffure."

BRENTWOOD
MEAT MARKET
WELLS BAKERY

The modern up-to-date store desires a "front" that beckons the customers to "come in." LOUVRE LENS is new, interesting and invites the public to a well-lighted store.

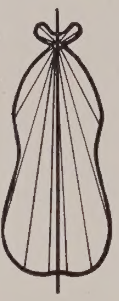
The interior of the up-to-date store must be functional as well as inviting. LOUVRE LENS delivers "punch light" to merchandise displays, giving the customer a better opportunity to see and therefore to buy. LOUVRE LENS is "buy-lighting."

EXCELUX HIGH-INTENSITY LUMINAIRES

EXCELUX LOUVRES ARE PATENTED — TRADE MARK REGISTERED

Store Counters Lighted Like Show Windows . . . Alzak Power Louvres Reflectors ALZAK *Aluminum*

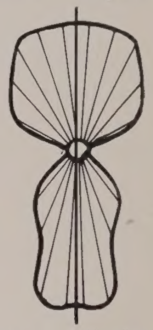
EXCELUX louvres deliver as much as 50% more light than do other metal louvres. EXCELUX secret lies in its strategic design and ALZAK finish. This additional light out-put is accomplished without glare at normal vision angles.



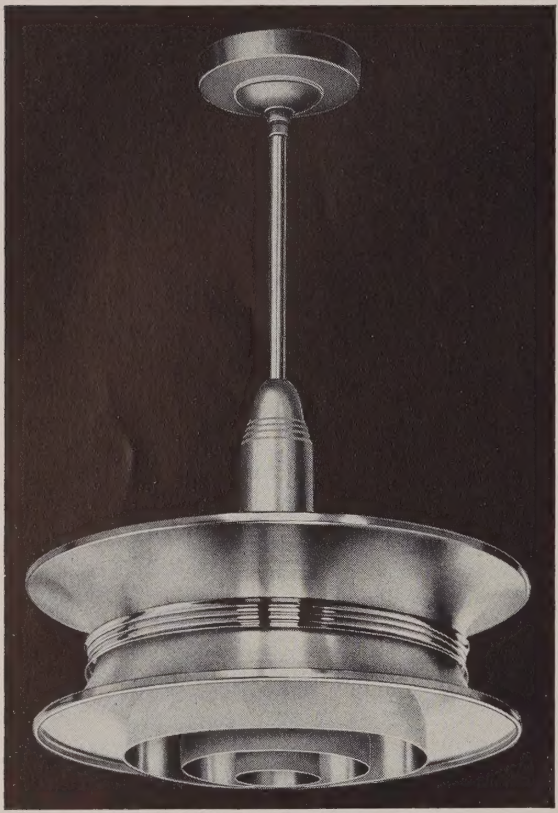
LIGHTING DATA: EXCELUX louvres are available for Direct type lighting (Series R6362 and units on following page), and also for Direct-Indirect lighting. (R6700 Series and R6550 Series.)

Lighting curve to left for Direct lighting units illustrates major light rays are directed downward for intense merchandise light.

Lighting curve to right is for R6550 Series, (R6700 series lighting curve is similar) and illustrates 25% downlight and 75% indirect lighting component.



SPACING: Direct-type EXCELUX (6362 series and units on following page) should be spaced from ¾ to 1 times mounting height, and not to exceed 10 feet. The Direct-Indirect types (R6550 and R6700 series) can be spaced up to 1¼ times the mounting height as the indirect component builds up light intensity between the units.



EXCELUX R6362 AND R6700 SERIES

● DIRECT-TYPE LIGHTING — R6362 SERIES (Above)

Cat. No.	Wattage	Socket	Dia.	Lgth.	Price
R6362	200-300*	Medium	18″	30″	**$22.00**
R6363	300-500	Mogul	18″	36″	**22.50**
BP6363	750-1000 †	BiPost	18″	42″	**23.00**

Separate inner ALZAK reflector furnished for strong downlight. See Notes Below.

● DIRECT-INDIRECT LIGHTING — R6700 SERIES (Above)

Cat. No.	Wattage	Socket	Dia.	Lgth.	Price
R6700	200-300*	Medium	18″	30″	**$21.00**
R6701	300-500	Mogul	18″	36″	**21.50**
R6702	750-1000 †	BiPost	18″	42″	**22.00**

Inner Reflector (as on R6362 series) omitted so as to produce Direct-Indirect Lighting. See Notes Below.

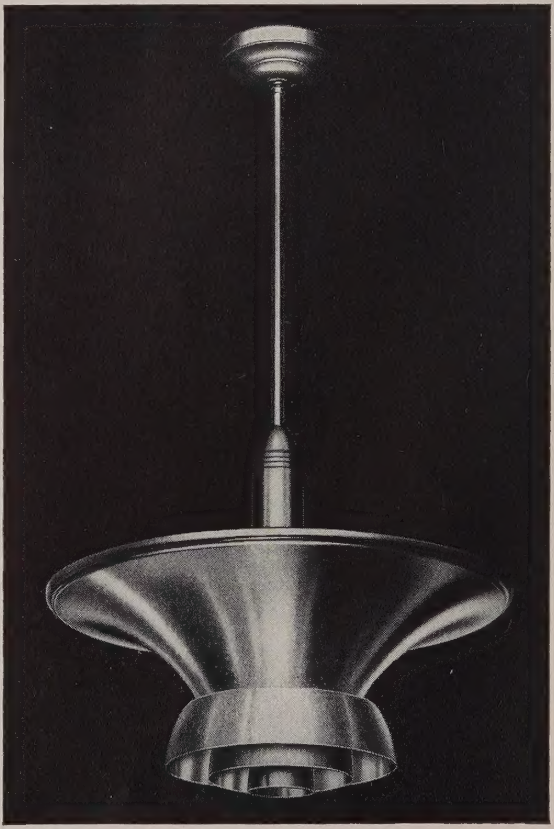
Now!
"STORE COUNTERS LIGHTED LIKE SHOW WINDOWS"
EXCELUX
"SHOW-ME" LIGHT FROM MISSOURI
LIGHT KICK!
MISSOURI

NOTES: Asterisk (*) denotes 300-watt medium-base, short neck lamp.

Dagger (†) denotes BiPost lamps.

Star (*) indicates that an adapter is furnished with each fixture (the adapter fits under the socket cover when 300-500 lamps are used. This adapter is removed when 750-1500 lamps are used).

FIXTURE DESCRIPTIONS: All reflectors and louvres are 18-gauge aluminum finished genuine ALZAK. Reflectors have rich Emery texture with Polished aluminum bands. Stem, socket-cover, and canopy are aluminum and permanently finished ALZAK. Swivel for vertical alignment is furnished.



EXCELUX R6550 SERIES

● DIRECT-INDIRECT LIGHTING — R6550 SERIES (Above)

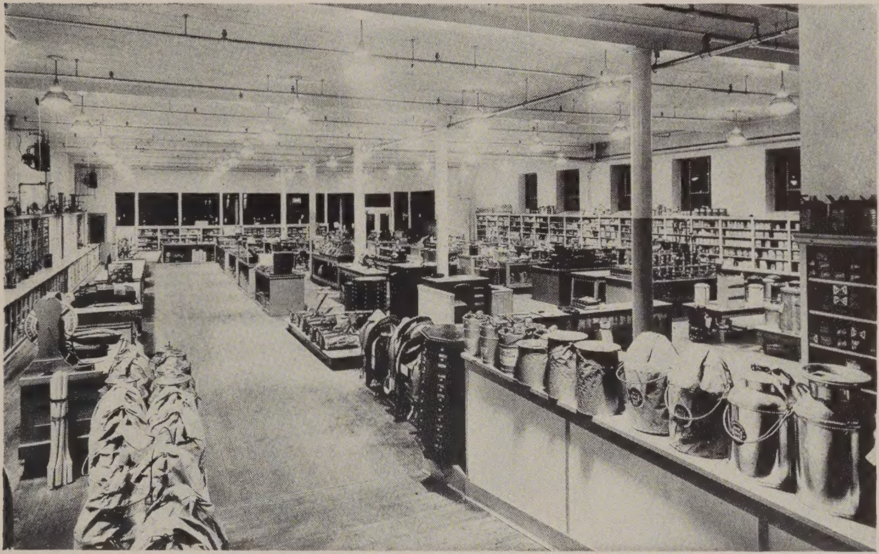
Cat. No.	Wattage	Socket	Dia.	Lgth.	Price
R6550	200-300*	Medium	15″	30″	**$15.00**
R6552*	300-1500	Mogul	22″	42″	**20.00**

See Notes to Left.

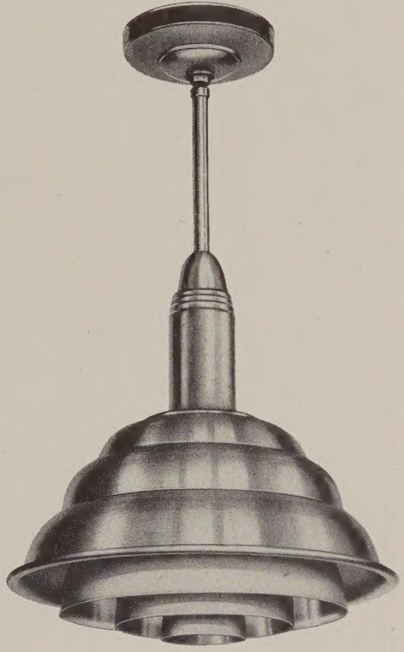
Guth EXCELUX FOR POWER DOWN LIGHT

EXCELUX LOUVRES ARE PATENTED — TRADE MARK REGISTERED

Most Efficient Louvres Ever Developed . . . Most Economical
Genuine ALZAK *Reflectors*



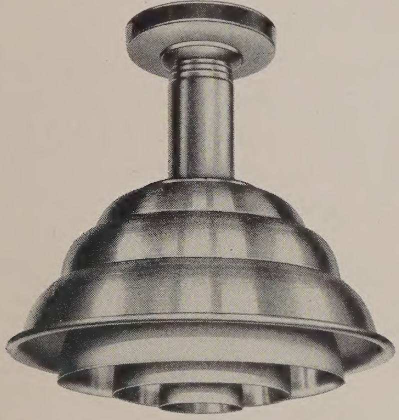
EXCELUX is an innovation for store lighting, performing high-intensity lighting with the most efficient lamps produced. Installation above with R6386 EXCELUX units; spacing is 10 ft. x 10 ft.; mounting height is 12 feet. With only 200-watt Mazda lamps 25 to 37 foot-candles of illumination is delivered. Efficiency plus!



● EXCELUX R6386—Hanger Type

Cat. No.	Wattage	Dia.	Lgth.	Price
R6386	200-300*	14½″	30″	**$15.00**
R6387	300-500	14½″	36″	**15.50**
BP6387	750-1000†	14½″	42″	**16.00**

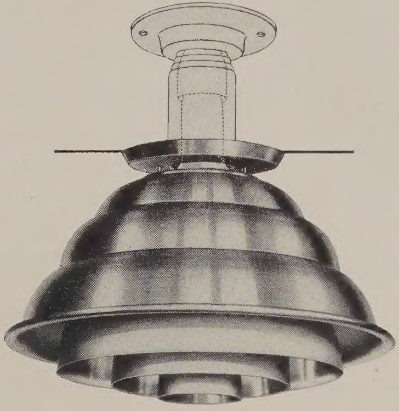
See Notes Below.



● EXCELUX R6389—Close Ceiling Type

Cat. No.	Wattage	Dia.	Lgth.	Price
R6389	200-300*	14½″	16″	**$15.00**
R6390	300-500	14½″	16″	**15.50**
BP6390	750-1000†	14½″	16″	**15.50**

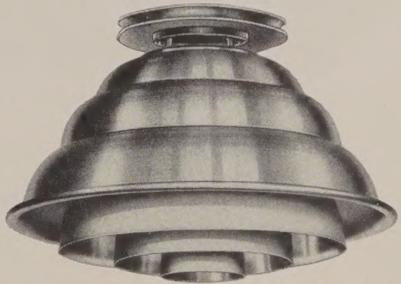
See Notes Below.



**● EXCELUX R6392—
Semi-Recessed Type**

Cat. No.	Wattage	Dia.	Lgth.	Price
R6392	200-300*	14½″	9½″	**$15.00**
R6393	300-500	14½″	9½″	**15.50**

See Notes Below.



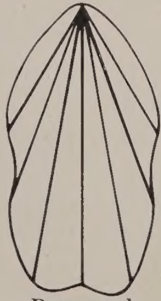
EXCELUX R6414

Fits onto 6″ pendants and ceiling holders (which are not included). For 150-200 and 300* watt lamps. Diameter 14½″. List Price........................**$13.00**

NOTES: Asterisk (*) denotes 300 watt medium base, short neck lamp. Dagger (†) denotes BiPost lamps. All units listed on this page are furnished with 18-gauge aluminum permanently finished Emery-ALZAK. EXCELUX louvres are made of 18-gauge aluminum and finished ALZAK, satin texture outside and specular inside. On Semi-Recessed types R6392 and R6393, hole in ceiling required is 5″ diameter by 8″ deep.

6-6

5760



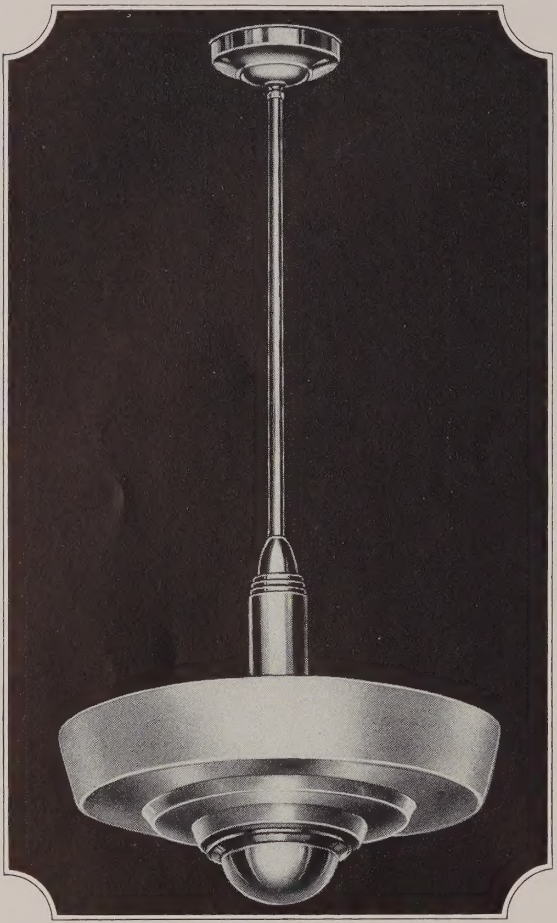
Downward Lighting Curve

METER-MISER OF LIGHTING

The new EXCELUX is recommended for large and small department stores, and grocery and drug stores. It is not unusual for store owners to double the volume of light on their store counters without adding a penny onto the electric bill. Utilizing the most efficient light source produced for 100-watt size or larger, EXCELUX power-lighting louvres are truly "Meter Misers" of lighting. Samples will be furnished for inspection.

Guth SHELL-CAST LUMINAIRE

Semi-Indirect Illumination . . . Efficient, Softly Illuminated Glass Bowl Bottom ALZAK *Reflector*



● **SHELL-CAST — Semi-Indirect**

TO ASSURE advantages of "Better Lighting" with glassware fixtures, it is thoroughly recommended that means of minimizing glare and shadows be applied to luminaires of this type.

The improved Guth SHELL-CAST luminaire utilizes efficient white opal lighting glassware with engineered ALZAK aluminum bottom reflector which covers the lamp filament thereby directing the major portion of light rays upward. The glassware has a beautiful soft "shell-like" appearance with low surface brightness. The light from ceiling reflection minimizes shadows.

Cat. No.	Wattage	O. A. Dia.	O. A. Lgth.	Price
R6695	150-200	16″	30″	**$14.50**
R6696	300-500	16″	36″	**15.50**
R6697	300-500	18″	36″	**24.00**
R6698	750-1000	20″	42″	**28.00**

DESCRIPTION: Efficient white opal lighting glassware bowl. Bottom reflector is genuine ALZAK aluminum. Stem socket cover and canopy finish permanent ALZAK. With swivel hanger for vertical alignment.

INDEX — SECTION B, CATALOG No. 35

Note: Section B, Catalog No. 35 is subject to terms and conditions listed in Foreword.

All prices are subject to change without notice.

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With Excelux Louvres	B-6

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SHIPPING SCHEDULE: A1 denotes 48 hours shipping; A2 denotes within 1 week.

A NATIONAL ORGANIZATION RENDERING A NATIONAL LIGHTING SERVICE

GUTH

Recessed, Semi-Recessed and Surface Lighting

SECTION C

CATALOG No. 35

RECESSED AND SURFACE LIGHTING
A. I. A. File 31 F2

INDUSTRIAL LIGHTING
A. I. A. File 31 F2

FLUORESCENT LIGHTING
A. I. A. File 31 F2

The EDWIN F. Guth COMPANY
2615 WASHINGTON BLVD. ST. LOUIS, MO.

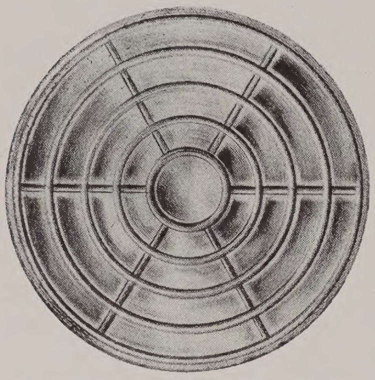
★ ★ *Progressive Development in the Lighting Art Since 1902* ★ ★

nted in U. S. A.

Guth LOUVRE LENS LIGHTING

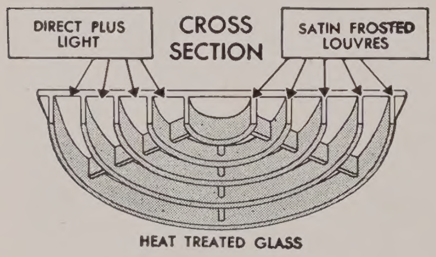
LOUVRE LENS IS PATENTED IN U. S. PAT. OFFICE — TRADE MARK REGISTERED

Most Efficient Glass Lens . . . Frosted Bands Enable Refined Illumination With ALZAK *Reflectors*



PLAN OF "LOUVRE LENS"

Ingenious innovation of moulded heat-treated glass lens with integral concentric and diagonal frosted bands acting as louvres. Most efficient in light-output with glare element refined by the frosted louvres. Interesting design pattern is functional and pleasing.



CROSS-SECTION

Illustrating that maximum light-output is delivered through the clear crystal lens portions. Integral concentric and diagonal Satin Frosted louvres cut off direct light at 45-degree angle for refined illumination. LOUVRE LENS is available in 6″, 8″, 10″ and 12″ sizes.

LOUVRE LENS USERS

Since its inception two years ago, Guth LOUVRE LENS has become one of the most widely used glass lenses. Literally, thousands have been installed in stores, art galleries, offices, restaurants and in practically every type lighting installation.

Photo to right shows LOUVRE LENS as installed in a large department store. Note well-lighted store counters with 300-watt units producing 30 foot-candles illumination on 14 foot ceiling, and 9 foot by 9 foot 8 inch spacings.

LOUVRE LENS is

1. **MORE EFFICIENT**
2. **REFINED LENS LIGHTING**
3. **CEILING ILLUMINATION PLUS**

Complete engineering data will be submitted for individual lighting problems.

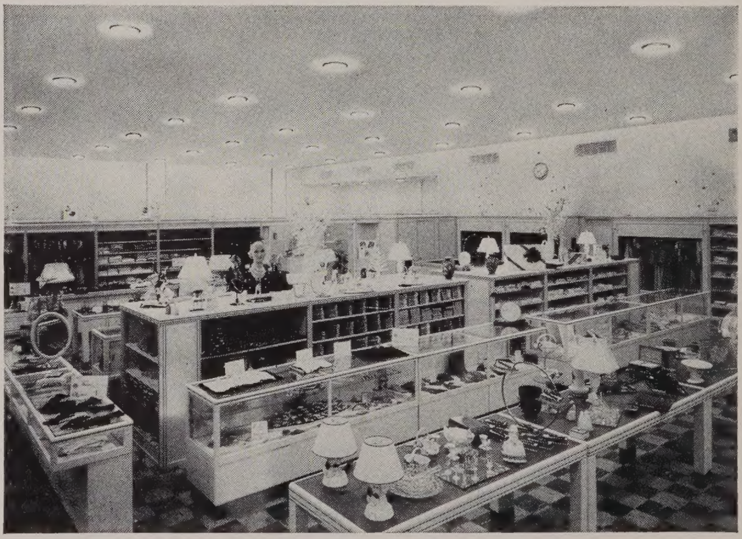
LOUVRE LENS brings about a new concept of lighting. New and different in its entirety, LOUVRE LENS delivers a life-giving realness, creating vitality with warmth, color and richness. Extremely efficient in light-yield, LOUVRE LENS is as efficient if not more efficient than any other lens on the market.

Its concentric and diagonal satin frosted bands, integral with the lens portion, provide 45-degree cut-off of direct light rays. This feature is unique in itself and makes LOUVRE LENS the most practical of modern day lenses.

The Satin frosted bands of LOUVRE LENS extend below the ceiling line thereby providing soft ceiling illumination and minimizing spotty ceiling effects.

LIGHTING DATA: Deep Type LOUVRE LENS Recessed Units of round and square designs (Page C-3) are available with Semi-Concentrating or Distributing ALZAK Reflectors. When Semi-Concentrating ALZAK Reflectors are used, it is recommended that spacing of the units equal three-fourths to one times the distance from working-plane to ceiling; spacing should not exceed 10 feet for best illumination results. When Distributing ALZAK Reflector is used, spacing should equal from one to one-and-one-quarter times the distance from working-plane to ceiling and should not exceed 12 feet.

Shallow Recessed Types shown on Page C-3, and R6320 series on Page C-4, should be spaced as Semi-Concentrating units described above. Semi-Recessed and Surface Units shown on Page C-4 should be spaced as Distributing Types described above.



Guth LOUVRE LENS RECESSED UNITS

LOUVRE LENS IS PATENTED IN U S. PAT. OFFICE — TRADE MARK REGISTERED

Deep and Shallow Round Designs . . . Also Square Design Unit
Genuine ALZAK *Reflectors*

DEEP TYPE RECESSED UNITS — Round Design

Listed herewith are LOUVRE LENS Recessed Units for use where space above ceiling is unlimited. Available with Semi-Concentrating or Distributing type ALZAK reflectors (see page C-2 for suggested layouts). Also available with or without Underwriters' Recessed Labels. Units less Underwriters' Recessed Labels are furnished less steel outer covers otherwise have similar ALZAK reflectors, Underwriters' Approved sockets, Polished Chromium hinged frame, and genuine LOUVRE LENS. Lamp burns in vertical position.

● Deep Type Units

Wattage	Alzak Reflector Design	Cat. No.	Louvre Lens Size	Depth Into Ceil.	Hole Dia.	Rim Dia.	List Price	Plaster Ring if Required
75-150	Semi-Conc.	**C4400**	8″	9″	9¾″	11⅜″	**$16.00**	No Plaster Ring Required
75-150	Distributing	**C4405**	8″	9″	9¾″	11⅜″	**16.00**	
150-200	Semi-Conc.	**C4401**	10″	10″	11⅝″	13¼″	**21.00**	
150-200	Distributing	**C4406**	10″	10″	11⅝″	13¼″	**21.00**	
200-300*	Semi-Conc.	**C4402**	12″	11¼″	13⅝″	15⅛″	**26.00**	
200-300*	Distributing	**C4407**	12″	11¼″	13⅝″	15⅛″	**26.00**	

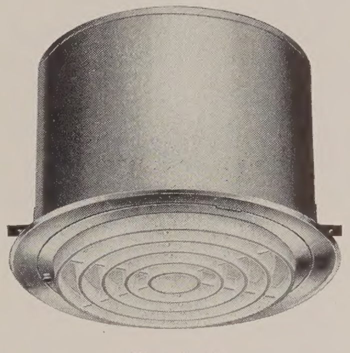
*Denotes 300-watt medium base lamp.
Above units have special Underwriters' Laboratories Recessed Label.

● Deep Type Units

Wattage	Alzak Reflector Design	Cat. No.	Louvre Lens Size	Depth Into Ceil.	Hole Dia.	Rim Dia.	List Price	Plaster Ring if Required
75-150	Semi-Conc.	**C4410**	8″	9″	9¾″	11⅜″	**$11.00**	**$2.00**
75-150	Distributing	**C4415**	8″	9″	9¾″	11⅜″	**11.00**	**2.00**
150-200	Semi-Conc.	**C4411**	10″	10″	11⅝″	13¼″	**14.00**	**2.25**
150-200	Distributing	**C4416**	10″	10″	11⅝″	13¼″	**14.00**	**2.25**
200-300*	Semi-Conc.	**C4412**	12″	11¼″	13⅝″	15⅛″	**18.00**	**2.50**
200-300*	Distributing	**C4417**	12″	11¼″	13⅝″	15⅛″	**18.00**	**2.50**
300-500	Semi-Conc.	**C4413**	12″	14″	13⅝″	15⅛″	**19.50**	**2.50**
300-500	Distributing	**C4418**	12″	14″	13⅝″	15⅛″	**19.50**	**2.50**

*Denotes 300-watt medium base lamp.

Above units do not have special Underwriters' Recessed Label or steel outer housing, however have Underwriters' Approved Sockets. Reflectors of 18-gauge ALZAK and chromium frame.



● No. C4401

DESCRIPTION: Complete with LOUVRE LENS of correct size, heat-resisting type; heavy-gauge genuine ALZAK aluminum reflectors for engineered lighting results. Polished Chromium hinged frames. Numbers C4400 to C4407 inclusive have steel housings, rust-proofed by Udylite, and with Underwriters' Recessed labels. Numbers C4410 to C4418 inclusive are less steel covers and Underwriters' Recessed Labels.

● No. C4421

DESCRIPTION: Shallow Type Units are complete with heat-resisting LOUVRE LENS of correct size and cooperating ALZAK reflector. Hinged frames and rim are Polished Chromium. Twenty-gauge steel recessed housing is rust-proofed by Udylite. Plaster rings are not required. Units bear Underwriters' Laboratories Recessed Label.

SHALLOW TYPE RECESSED UNITS

The efficient, glare-reducing LOUVRE LENS utilized in Shallow Type Recessed Units for particular use where space above ceiling is limited. Small yet sturdy construction features 20-gauge steel recessed cover, rust-proofed via Udylite. Units listed below bear Underwriters' Laboratories Recessed Labels. See page C-2 for suggested spacings and mounting.

● Shallow Type Units With Underwriters' Recessed Label

Wattage	Alzak Reflector Design	Cat. No.	Louvre Lens Size	Depth Into Ceil.	Hole Dia.	Rim Dia.	List Price
75-100	Semi-Conc.	**C4420**	8″	4½″	9¾″	9⅞″	**$13.00**
150-200	Semi-Conc.	**C4421**	10″	5″	12¼″	13⅛″	**16.00**
200-300*	Semi-Conc.	**C4422**	12″	6″	14″	15⅜″	**19.00**

*Denotes 300-watt medium base lamp.

DEEP TYPE RECESSED UNITS — Square Design

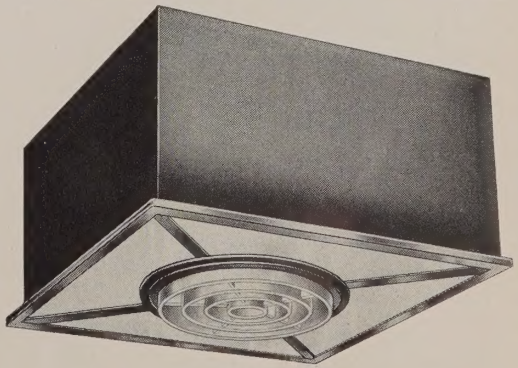
Where square design is preferable, recessed units listed herewith fulfill requirements admirably. The amazing LOUVRE LENS is centered in White Flashed glass corner sections with well-constructed frame. Interesting pattern in design. Available with Distributing ALZAK reflectors. Underwriters' Recessed Labels included.

● Square Design Units With Underwriters' Recessed Label

Wattage	Alzak Reflector Design	Cat. No.	Louvre Lens Size	Depth Into Ceil.	Square Hole Size	Frame Size	List Price
75-100	Distributing	**C4435**	6″	8″	14½″	16″	**$37.50**
150-200	Distributing	**C4436**	8″	9″	16½″	18″	**42.50**
200-300*	Distributing	**C4437**	10″	10″	18½″	20″	**47.50**

* Denotes 300-watt medium base lamp.
Standard package is three assorted, if less than standard package is desired, please add 10% to list price.

See Page C-4 for Semi-Recessed and Surface Types



● No. C4431

DESCRIPTION: Complete with correct size LOUVRE LENS centered in White Flashed glass corners. Heavy-gauge frame, finished Satin Cadmium. Steel recessed box is rust-proofed by Udylite. Reflectors properly designed are heavy-gauge ALZAK aluminum. Underwriters' Recessed Label supplied. Horizontal Lamp positioning. Hinged bottom frame.

LOUVRE LENS UNITS (CONTINUED)

LOUVRE LENS IS PATENTED IN U. S. PAT. OFFICE — TRADE MARK REGISTERED

Surface and Semi-Recessed Units . . . Conforming to Highest Lighting Standards
Reflectors ALZAK *Aluminum*

SURFACE TYPE — GLASS SIDES

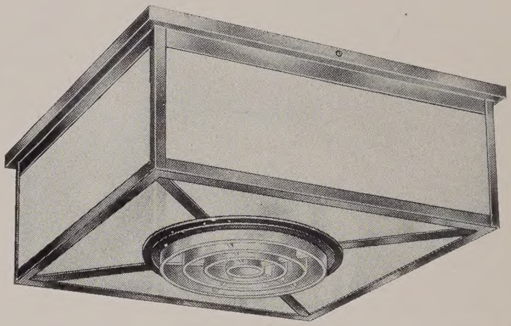
For locations where recessing is not possible and where more direct ceiling illumination is desired. Surface type LOUVRE LENS units blend harmoniously with architectural design and are easy to install and maintain. Constructed to exclude dirt permits longer intervals between cleaning periods. Uniform illumination results when units are spaced between 1¼ and 1½ times distance from unit to working plane.

● Surface Type Units

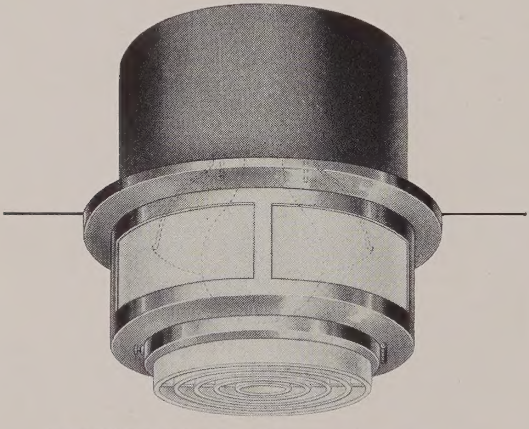
Wattage	Alzak Reflector Type	Cat. No.	Louvre Lens Size	O. A. Square Dimensions	Ext. from Ceil.	List Price
150-200	Distributing	**C4440**	8″	14″	7½″	**$42.50**
200-300*	Distributing	**C4441**	10″	16″	9″	**47.50**
300-500	Distributing	**C4442**	12″	18″	11″	**54.00**

* Denotes 300-watt medium base lamp.

Standard for above units is three assorted. If less than standard package is desired please add 10% to list prices.



DESCRIPTION: Complete with heat-resisting LOUVRE LENS. White Flashed glass sides and bottom corner sections. Frame of heavy-gauge brass finished Satin Cadmium. Reflector of heavy-gauge permanent ALZAK. LOUVRE LENS is removable for easy maintenance. Horizontal Lamp positioning.



DESCRIPTION: Complete with heat-resisting LOUVRE LENS. White Flashed glass bent panels in sides. Frame of heavy-gauge brass finished Satin Cadmium. Steel recessed housing is heavy gauge steel, rust proofed via Udylite. Reflector of proper design and made of permanent ALZAK aluminum. LOUVRE LENS is removable for easy maintainence.

SEMI-RECESSED UNITS

For use where added ceiling illumination is desired and where space above ceiling is limited. Semi-recessed LOUVRE LENS units have intensive light distribution and are used mainly for general lighting. For best and most even illumination results the units should be installed on spacings not exceeding 1¼ times the mounting height above the working plane.

● Semi-Recessed Units

Wattage	Alzak Reflector Type	Cat. No.	Louvre Lens Size*	Depth Into Ceil	Hole Dia.	Ext. from Ceil.	Rim Dia.	List Price
150-200	Distributing	**C4445**	8″	5″	9¼″	5″	12″	**$34.00**
200-300*	Distributing	**C4446**	10″	7″	12¼″	6″	14″	**40.00**

* Denotes 300-watt medium base lamp.

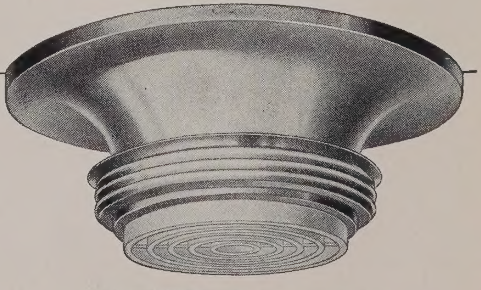
Standard package is three assorted. If less than standard package is desired, please add 10% to list prices.

SURFACE TYPE UNIT

Primarily for supplementary lighting, Nos. C4450 and C4451 are semi-concentrating and should be spaced ¾ to 1 times distance from unit to working plane. Excellent for use between existing indirect luminaires where added punch lighting is desired on store counter. Can be used over ping-pong tables, etc. with good results.

Wattage	Reflector Type	Cat. No.	Louvre Lens	O. A. Dia.	Extends	List Price
100-150	Semi-Conc.	**C4450**	8″	15½″	6¼″	**$15.00**
200-300*	Semi-Conc.	**C4451**	10″	18″	8″	**18.00**

* Denotes 300-watt medium base lamp.



DESCRIPTION: Exterior permanent ALZAK aluminum with rich EMERY-graining. Light-spill emits through louvre. Complete with LOUVRE LENS.

GYMNASIUM AND AUDITORIUM UNITS

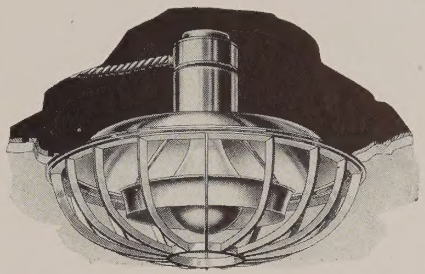
Semi-Cofferlite, Concealed-Indirect and Recessed Gym Unit

Genuine ALZAK *Reflectors*

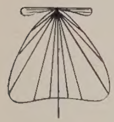
SEMI-RECESSED unit for Gymnasiums and Auditoriums, utilizes indirect lighting characteristics of the Silvered Bowl lamp. High levels of illumination are obtained (complete data submitted for your particular problems upon request) with comfortable eye-ease results. The Silvered Bowl lamp is shielded from normal angle of view by an ALZAK aluminum spun shield.

Spacing of these semi-cofferlites should approximate the mounting height yet should not exceed 16-foot spacings for best results.

The genuine ALZAK aluminum reflector is designed for efficient results with a minimum of light allowed to enter socket cover. Socket cover is open for dissipation and ventilation of heat. A small portion of light is allowed for soft ceiling illumination. Shock absorbing sockets are available upon request at $0.15 list extra. Heavy steel guard is finished Satin Cadmium and is heavy plated against rust. Relamping is easily accommodated thru large center hole in guard.



● **Semi-Cofferlite Unit**

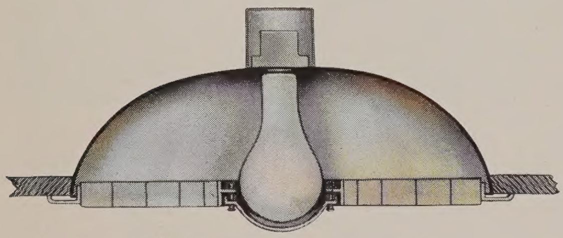


● **Characteristic Lighting Curve**

Cat. No.	Wattage	List Price	Dia. Hole in Ceil.	Depth in Ceil.	Extends from Ceil.	Std. Pkg.
C4455	150-200	**$42.50**	18½″	9″	6″	5
C4456	300-500	**42.50**	18½″	9″	6″	5
C4457	750-1500	**60.00**	24½″	10″	8″	5

For less than standard package quantities, please add 10% to list prices.

"CONCEALED-INDIRECT" recessed unit, redirects light-rays from an ALZAK inner reflector by means of an auxiliary ALZAK reflector. Efficient illumination when spacing equals 1 to 1¼ times the distance from ceiling to working-plane. Metal louvres cut off direct light at 45 degree angle.



● **C4460 to 62 Recessed Type—"CONCEALED-INDIRECT"**

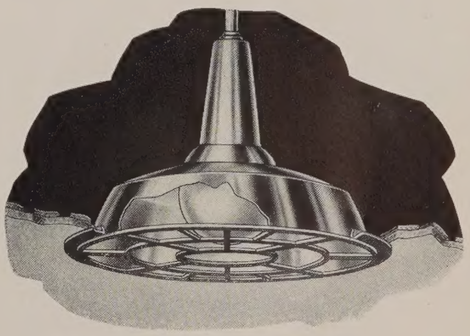
Cat. No.	Wattage	Hole Dia.	Depth Into Ceiling	Rim Dia.	List Price	Std. Pkg.
C4460	150-200	19″	8″	22″	**$44.00**	5
C4461	300-500	19″	8″	22″	**45.00**	5
C4462	750-1500	19″	8″	22″	**45.00**	5

For less than standard package quantities, please add 10% to list prices.

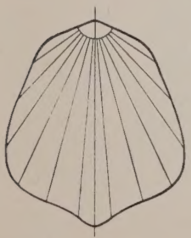
RECESSED unit for Gymnasium and Auditorium lighting, features use of Guth ALZAK Dome Reflector (see Page D-3). Extremely efficient in light-output with standard Mazda inside-frosted or white-bowl lamps. See actual data chart of comparative light-output of Guth ALZAK Dome Reflector at bottom of Page D-2.

Heavy ¼-inch steel guard is electrically welded. This guard is hinged, yet large center hole allows easy relamping without lowering of the hinged guard. Shock absorbing sockets are available upon request at $0.15 list extra.

This unit should be spaced to equal mounting height yet not to exceed 18 feet for best results.



● **Recessed Gym Unit**



● **Characteristic Lighting Curve**

Cat. No.	Wattage	List Price	Dia. Hole in Ceil.	Depth in Ceil.	Rim Dia.	Std. Pkg.
C4465	300-500	**$40.00**	21¾″	17″	23″	5
C4466	750-1500	**40.00**	21¾″	17″	23″	5

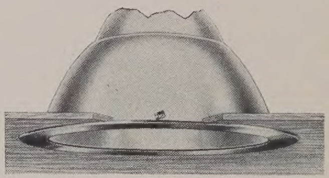
For less than standard package quantities, please add 10% to list prices.

Both above units are same size. Two numbers are listed to assure proper lamp-filament positioning for best lighting results.

Guth OPEN TYPE RECESSED UNITS

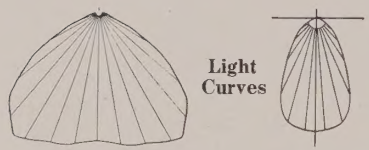
Seats on Flange . . . Chromium Frames . . . Sizes 75 to 1000 Watts
Reflectors ALZAK *Aluminum*

PERMANENT ALZAK aluminum reflectors are featured in Guth Recessed Units. With high Silver-White efficiency, permanently sealed with an invisible flint-hard film, Guth ALZAK reflectors deliver predetermined engineered results (see paragraph below). Guth ALZAK reflectors are "permanent" in every sense of the word. They are of metal substance and do not deteriorate and are not affected by heat. They do not turn brittle with age as they are not of glassy vitreous materials. Guth ALZAK reflectors do not chip or break when struck or dropped. Their high lighting efficiency is virtually permanent.

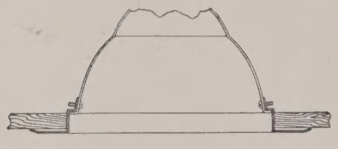


DESCRIPTION: Guth Open Type Recessed Units are complete with ALZAK reflector, porcelain socket with cover, and polished Chromium ceiling flange. Reflector easily removable from below. Underwriters' Recessed Label furnished on units up to 300-watts medium base.

ENGINEERED LIGHTING RESULTS — UNDERWRITERS' RECESSED LABELS



● Distributing ● Semi-Concentrating



● **Open Type Recessed Units**

Reflectors of ALZAK are removed from below for easy maintenance.

Shown to left are lighting curves of the two type reflectors available. The Open Type units listed herewith do not affect the reflector lighting curves as shown. The Distributing Type can be spaced 1¼ to 1½ the mounting to working plane and not to exceed 13 ft. spacing, whereas Semi-Concentrating should be spaced from ¾ to 1 times mounting to the working plane and not to exceed 10 feet.

UNDERWRITERS' RECESSED LABELS furnished with units for 300-watt medium base capacity or less.

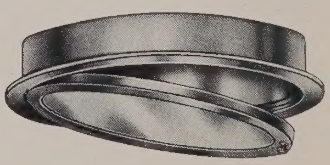
● **Open Type Recessed Units**

Wattage	Alzak Reflector Type	Cat. No.	Depth Into Ceil.	Hole Dia.	Rim Dia.	List Price	Plaster Ring if Required
75-150	Semi-Conc.	**C4470** *	9″	9¾″	11⅜″	**$ 9.75**	**$2.00**
75-150	Distributing	**C4475** *	9″	9¾″	11⅜″	**9.75**	**2.00**
150-200	Semi-Conc.	**C4471** *	10″	11⅝″	13¼″	**12.00**	**2.25**
150-200	Distributing	**C4476** *	10″	11⅝″	13¼″	**12.00**	**2.25**
200-300*	Semi-Conc.	**C4472** *	11¼″	13⅝″	15⅛″	**15.50**	**2.50**
200-300*	Distributing	**C4477** *	11¼″	13⅝″	15⅛″	**15.50**	**2.50**
300-500	Semi-Conc.	**C4473**	14″	13⅝″	15⅛″	**16.75**	**2.50**
300-500	Distributing	**C4478**	14″	13⅝″	15⅛″	**16.75**	**2.50**
750†-1000†	Semi-Conc.	**C4474**	15¼″	13⅝″	15⅛″	**18.50**	**2.50**
750†-1000†	Distributing	**C4479**	15¼″	13⅝″	15⅛″	**18.50**	**2.50**

* Denotes Underwriters' Recessed Labels furnished.
* Denotes 300-watt medium base lamp.
† Denotes BiPost lamps.

Guth SHALLOW DRUM RECESSED UNITS

SHALLOW DRUM RECESSED UNITS are principally for use where space above ceiling is limited. Only 4″ depth into ceiling is required. Guth Shallow Drum Units are stamped of heavy-gauge steel, rust-proofed via Udylite, and inside finished Bright Aluminum. Available in three sizes for capacity up to 600 watts.



● **Shallow Drum Recessed Units**

● **Open Type**
(With no Opening Cover)

Cat. No.	Maximum Wattage	Depth Into Ceil.	Hole Dia.	List Price
C4480	1-50 or 60	4″	8¼″	**$ 7.50**
C4481	2-75 or 100	4″	10¼″	**10.00**
C4482	4-100 or 150	4″	16¼″	**15.00**

Cover Glass Type
(With hinged Frame and Sanded Glass)

Cat. No.	Maximum Wattage	Depth Into Ceil.	Hole Dia.	List Price
C4485	1-50 or 60	4″	8¼″	**$12.00**
C4486	2-75 or 100	4″	10¼″	**18.00**
C4487	4-100 or 150	4″	16¼″	**25.00**

Guth Shallow Drum Recessed Units require only 4 inches minimum depth into ceiling. Drums are formed of heavy gauge steel and rust-proofed via Udylite. Reflecting surface is Aluminumized.

RECESSED LIGHTING UNITS

Hinged Covers with Crackled and Sanded Glass, Louvres and Guards

Genuine ALZAK *Reflectors*

GUTH RECESSED UNITS provide natural lighting, fulfilling their utilitarian function and preserving clean, orderly architectural beauty. Recessed units may be used to supplement an Indirect Lighting system; when used together, a well-balanced lighting installation is effected with proper intensity efficiently produced on the working plane combined with enlarged spacious atmospheres.

LIGHTING DATA: Crackled glass bottoms do not affect lighting results of the Distributing and Semi-Concentrating types reflectors. Sanded glass bottoms tend to increase distribution of light and are less transmitting. Hinged Guards do not affect lighting results from the ALZAK reflectors, whereas Concentric Louvres tend to concentrate the reflector light-beams.

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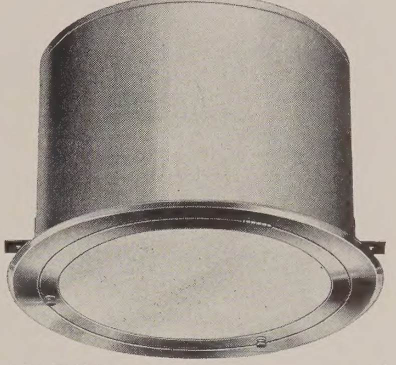
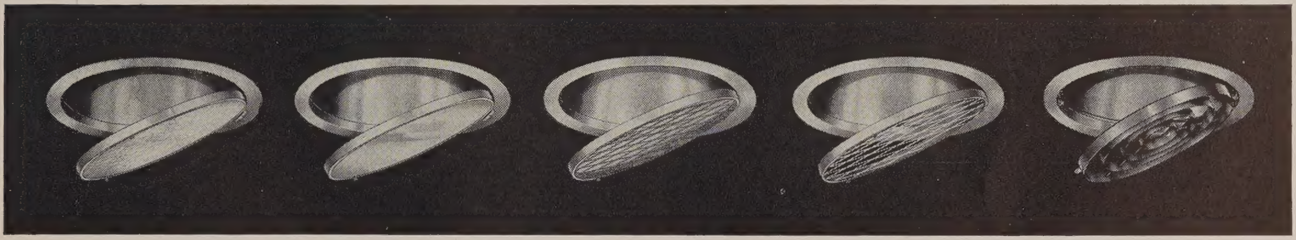
Listed on this page are standard round Recessed Units with various covers. Refer to Page C-2 and C-3 for LOUVRE LENS Recessed Units.



DESCRIPTION: Complete with 18-gauge aluminum reflector processed ALZAK, the heat-proof efficient permanent finish of engineered Semi-Concentrating or Distributing designs. Frame is finished Polished Chromium. Glass covers, concentric louvres and guards further described below. Underwriters' Recessed labels furnished as noted below. On types of glass WITH Guard, there is ½″ space between the glass and guard.



● **Crackled Glass With Hinged Frame** ● **Sanded Glass With Hinged Frame** ● **Either Type Glass With Guard** ● **With Hinged Guard Only** (No Recess Cover Req.) ● **Concentric Louvres On Hinged Frame** (No Recess Cover Req.)

Wattage	ALZAK Reflector Type	With Crackled Glass In Hinged Frame	With Sanded Glass In Hinged Frame	Steel Guard With Either Crackled or Sanded Glass (See Notes)	With Hinged Steel Guard	With Hinged Concentric Louvres	Depth Into Ceil.	Dimensions Hole Dia.	Dimensions Rim Dia.	Plaster Ring If Required
75-150	Semi-Conc.	**C4500*** **$16.00**	**C4510*** **$16.00**	Add **$2.50** List to Either Two Preceding Columns (See Notes)	**C4520*** **$11.00**	**C4530*** **$11.00**	9″	9¾″	11⅜″	**$2.00**
	Distributing	**C4505*** **$16.00**	**C4515*** **$16.00**		**C4525*** **$11.00**	**C4535*** **$11.00**				
150-200	Semi-Conc.	**C4501*** **$21.00**	**C4511*** **$21.00**	Add **$2.75** List To Either Two Preceding Columns (See Notes)	**C4521*** **$13.50**	**C4531*** **$13.50**	10″	11⅝″	13¼″	**2.25**
	Distributing	**C4506*** **$21.00**	**C4516*** **$21.00**		**C4526*** **$13.50**	**C4536*** **$13.50**				
200-300*	Semi-Conc.	**C4502*** **$26.00**	**C4512*** **$26.00**	Add **$3.00** List to Either Two Preceding Columns (See Notes)	**C4522*** **$17.50**	**C4532*** **$17.50**	11¼″	13⅝″	15⅛″	**2.50**
	Distributing	**C4507*** **$26.00**	**C4517*** **$26.00**		**C4527*** **$17.50**	**C4537*** **$17.50**				
300-500	Semi-Conc.	**C4503** **$27.00**	**C4513** **$27.00**	Add **$3.00** List to Either Two Preceding Columns (See Notes)	**C4523** **$18.75**	**C4533** **$18.75**	14″	13⅝″	15½″	**2.50**
	Distributing	**C4508** **$27.00**	**C4518** **$27.00**		**C4528** **$18.75**	**C4538** **$18.75**				
750-1000†	Semi-Conc.	......	......	....	**C4524** **$20.50**	**C4534** **$20.50**	15¼″	13⅝″	15⅛″	**2.50**
	Distributing	......	......	....	**C4529** **$20.50**	**C4539** **$20.50**				

NOTES: Star (*) after catalog number denotes special Underwriters' Recessed Label is furnished with this unit. Other units have Underwriters' approved socket.

Asterisk (*) denotes 300-watt medium base lamp.

Dagger (†) denotes 750-1000 watt BiPost lamps.

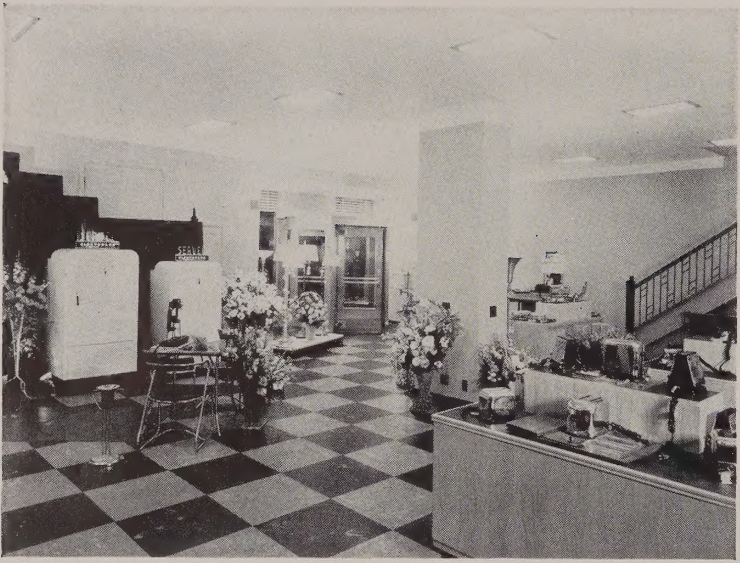
Recessed units listed with Crackled Glass, Sanded Glass and either glass covers with guard, are priced complete with Recessed Housing. If Housing is not desired deduct $4.50 list for 75-100 watt units.
5.00 for 150-200 watt size
5.50 for 200-300 watt size and
6.00 for 300-500 watt size.

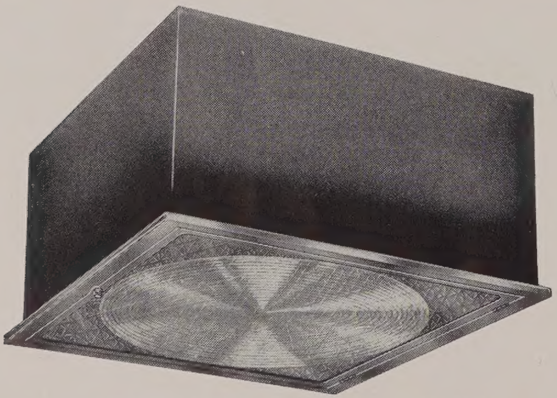
Recessed Units Nos. C4520 to C4539 inclusive are regularly furnished less Housing. These units may be obtained with steel Housings; prices upon request.

When ordering Steel Guard with either Crackled or Sanded Glass, please add per instructions, (for example, if C4500 Recessed Unit with Crackled Glass is desired with Steel Guard, add $2.50 to list price of C4500, making total list price of $18.50).

PRISMATIC LENS RECESSED UNITS

Diffusing and Clear Lens . . . Light Controlled by Lamp Positioning
Genuine ALZAK *Reflectors*





● **Recessed Unit — Also Made in Multiple**

● **One-Light Boxes — Square — Hinged Frame**

Cat. No.	Watt-age	Burning of Lamp	Lens Size	Box Size Wdth.	Box Size Lgth.	Box Size Dep.	List Price	Std. Pkg.
C4540	75-100	Horizontal	1-6½″	8″	8″	6″	**$25.00**	3
C4541	150-200	Horizontal	1-8½″	10″	10″	7″	**32.00**	3
C4542	150-200	Vertical	1-8½″	10″	10″	11″	**34.00**	3
C4543	200-300*	Horizontal	1-12″	13½″	13½″	9″	**38.50**	3
C4544	200-300*	Vertical	1-12″	13½″	13½″	15″	**41.00**	3

● **Two-Light Boxes — Rectangular — Hinged Frame**

Cat. No.	Watt-age	Burning of Lamp	Lens Size	Box Size Wdth.	Box Size Lgth.	Box Size Dep.	List Price	Std. Pkg.
C4545	75-100	Horizontal	2-6½″	8″	15″	6″	**$37.00**	3
C4546	150-200	Horizontal	2-8½″	10″	20″	7″	**55.00**	3
C4547	150-200	Vertical	2-8½″	10″	20″	11″	**57.50**	3
C4548	200-300*	Horizontal	2-12″	13½″	26″	9″	**64.50**	3
C4549	200-300*	Vertical	2-12″	13½″	26″	15″	**67.00**	3

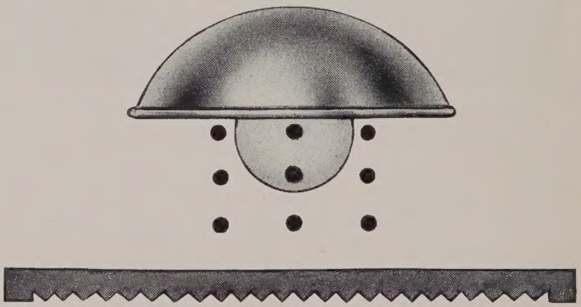
● **Four-Light Boxes — Square — Hinged Frame**

Cat. No.	Watt-age	Burning of Lamp	Lens Size	Box Size Wdth.	Box Size Lgth.	Box Size Dep.	List Price	Std. Pkg.
C4550	75-100	Horizontal	4-6½″	15″	15″	6″	**$80.00**	2
C4551	150-200	Horizontal	4-8½″	20″	20″	7″	**96.00**	2
C4552	150-200	Vertical	4-8½″	20″	20″	11″	**99.00**	2
C4553	200-300*	Horizontal	4-12″	26″	26″	9″	**116.00**	2
C4554	200-300*	Vertical	4-12″	26″	26″	15″	**119.00**	2

* Denotes 300-watt medium base lamp.
Underwriter's Recessed Label furnished.

GUTH PRISMATIC LENSES are more efficient due principally to correctly designed ALZAK reflector which efficiently gather the light for lense deliverance. Of heat-resisting glass, Guth Prismatic Lenses are available in clear type with stippled projections to provide diffusion, also in satin etch (clear type is regularly furnished; if satin etched type is desired prices will be quoted on request).

This type lighting has many uses for instance stores, banks, churches, museums, etc. The lighting distribution (see below) can be predetermined and it is suggested that information be forwarded to our engineering department for complete data.



Control of light is effected by selective positioning of the lamp-filament in relation to the prismatic lens. Wide light-spread, concentrated focal beams, their mediums, and off-center beams of light, are fixed by our engineers in setting correct filament positioning. Distribution curves and engineering data available upon request.

• • •

DESCRIPTIONS: Flush units to left consist of proper size Guth Prismatic Lenses of clear type with stippled projections to properly diffuse the light. Heavy-gauge ALZAK aluminum reflector designed to cooperate with the lens is furnished. Steel roughing box is rust-proofed via Udylite. Frame holding lens is hinged and finished Satin Cadmium. Prices to left are for standard package quantities; please add 10% to list prices for less than standard packages.

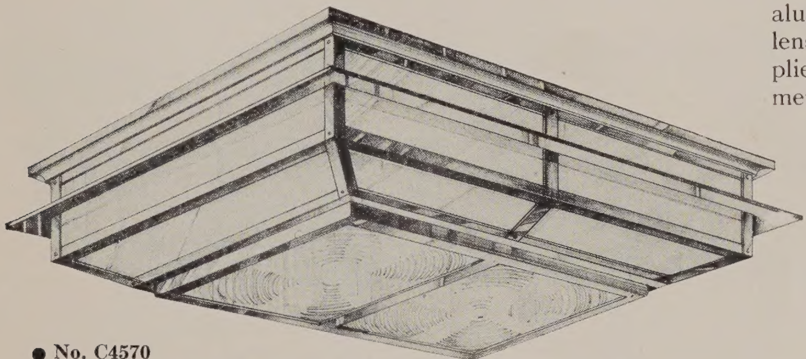
Guth PRISMATIC LENS UNITS

Flush and Semi-Recessed Types . . . With White Flashed Side Panels
Reflectors ALZAK *Aluminum*

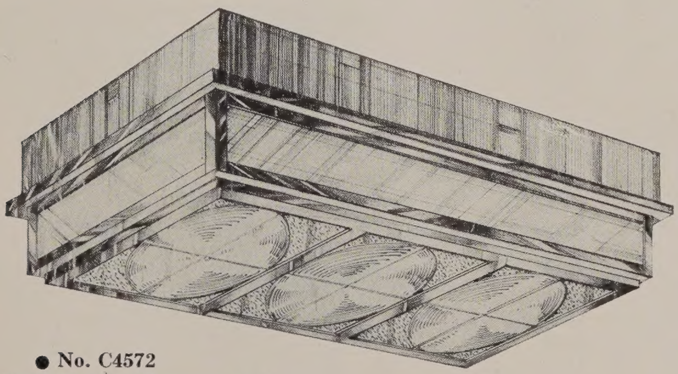
● One-Light Boxes — Square — Hinged Frame

Cat. No.	Wattage	Position of Lamp	Lens Size	Overall Dimensions			List Price	Std. Pkg.
				Wdth.	Lgth.	Ext.		
C4555	75-100	Horizontal	1- 6½″	10½″	10½″	6″	**$30.00**	3
C4556	150-200	Horizontal	1- 8½″	12″	12″	7″	**36.50**	3
C4557	150-200	Vertical	1- 8½″	12″	12″	11″	**38.50**	3
C4558	300-500	Horizontal	1-12″	16″	16″	9″	**43.50**	3
C4559	300-500	Vertical	1-12″	16″	16″	15″	**46.00**	3
● Two-Light Boxes — Rectangular — Hinged Frames								
C4560	75-100	Horizontal	2- 6½″	10½″	16″	6″	**$45.50**	2
C4561	150-200	Horizontal	2- 8½″	12″	21″	7″	**63.00**	2
C4562	150-200	Vertical	2- 8½″	12″	21″	11″	**65.50**	2
C4563	300-500	Horizontal	2-12″	16″	27″	9″	**74.00**	2
C4564	300-500	Vertical	2-12″	16″	27″	15″	**76.00**	2
● Four-Light Boxes — Square — Hinged Frames								
C4565	75-100	Horizontal	4- 6½″	16″	16″	6″	**$96.00**	2
C4566	150-200	Horizontal	4- 8½″	21″	21″	7″	**111.00**	2
C4567	150-200	Vertical	4- 8½″	21″	21″	11″	**114.00**	2
C4568	300-500	Horizontal	4-12″	27″	27″	9″	**132.00**	2
C4569	300-500	Vertical	4-12″	27″	27″	15″	**136.00**	2

Note: For less than standard package quantities, please add 10% to list prices.

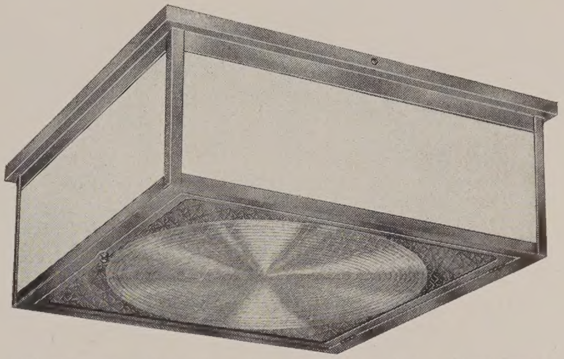


● No. C4570
Large Surface Unit With Finials



● No. C4572
Multiple Semi-Recessed Unit

PRISMATIC LENS UNITS ARE AVAILABLE IN VARIATIONS OF ABOVE DESIGNS. WRITE FOR FREE DESIGN SERVICE.



SURFACE UNIT with PRISMATIC LENSES

Surface Units shown above and listed to the left are made in single and multiple designs. Proper sized Guth Prismatic Lenses of clear type with stippled projections to provide proper diffusion, are furnished. Side panels are White Flashed Opal glass. Heavy-gauge ALZAK aluminum reflector designed to cooperate with lens, and heavy-duty porcelain socket are supplied. Frames holding lens is hinged. Exterior metal parts are finished Satin Cadmium.

SPECIAL SURFACE UNITS

To left is illustrated large Surface Unit with Prismatic Lenses in bottom for light control. Fixture No. C4570 is of similar heavy-gauge construction as units above. Overall length is 38 inches; overall width is 26 inches; extends from ceiling 10 inches. For two 300 or 500-watt for down lighting and 4 75-watt lamps for side lighting. Price upon request.

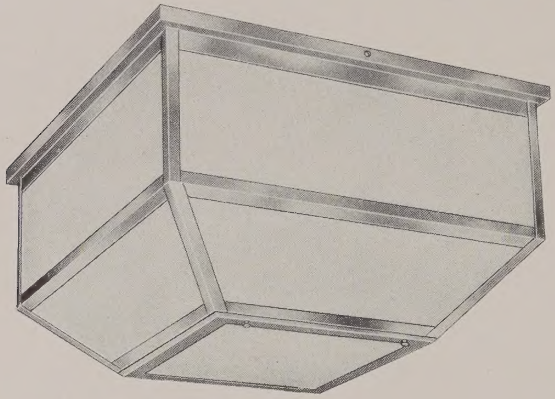
SEMI-RECESSED UNITS

For locations where space above ceiling is limited or where additional ceiling illumination is desired. Unit shown is No. C4572. Side panels are white flashed opal glass. Prismatic lenses in bottom portion for three 300 or 500-watt lamps. Depth into ceiling is 4¼ inches. Extends from ceiling 6¼ inches. Holes in ceiling should be 39¼ inches by 14 inches. Frame size on ceiling is 40 inches by 16 inches. Frames that hold Prismatic Lenses are hinged. Price upon request.

RECESSED AND SURFACE LIGHTING A. I. A. File 31 F2
INDUSTRIAL LIGHTING A. I. A. File 31 F2
FLUORESCENT LIGHTING A I A File 31 F2

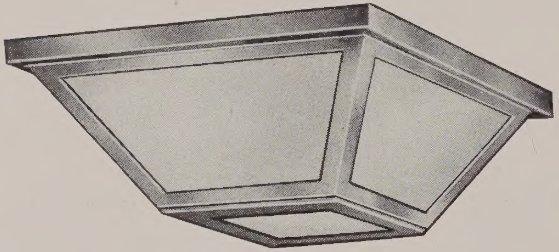
Guth SURFACE UNITS

With Efficient White Opal or Lumite Glass . . . Made in Various Sizes Reflectors as Listed



● **C4580 and C4581**

Made of brass with Alzak reflector. Unit is of square design. Bottom panel hinges for easy lamp replacement. Side panels White Flashed Opal Glass. Exterior metal parts finished Satin Cadmium. Made in two sizes; for capacity up to 800 watts. Four lights.

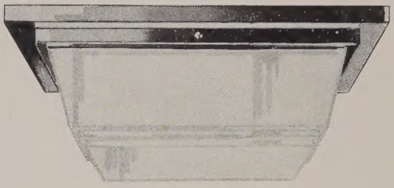


● **C4585 to C4587 (Incl.)**

Made of brass with Alzak reflector. Entire unit unscrews from steel ceiling plate. Side panels White Flashed Opal panels. Exterior metal parts finished Satin Cadmium. Made in three sizes; for capacity up to 200 watts. One light.

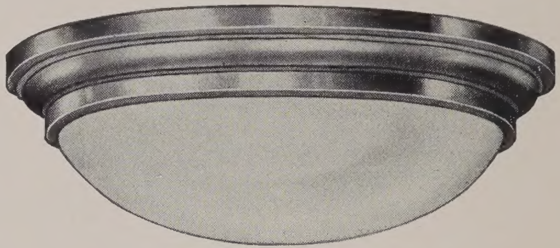
Cat. No.	Watt-age	Lights	Width or Dia.	O. A. Depth	Glass	Glass Size	List Price	Std. Pkg.
C4580	100-400	4	20″	11″	Panels	. . . . .	**$62.50**	3
C4581	100-800	4	24″	13½″	Panels	. . . . .	**75.00**	3
C4585	25-100	1	12″	7″	Panels	. . . . .	**25.00**	3
C4586	25-150	1	14″	8″	Panels	. . . . .	**30.00**	3
C4587	25-200	1	16″	9″	Panels	. . . . .	**36.00**	3
C4590	50-150	1	12″	5″	G8938	10¾″	**20.00**	3
C4591	75-200	1	14″	5½″	G8939	12¾″	**23.00**	3
C4600	25- 40	1	11¼″	4½″	G1751	8″	**10.40**	5
C4601	25- 75	1	13¼″	5½″	G1752	10″	**12.65**	5
C4602	25-150	1	15½″	6¼″	G1753	12″	**16.50**	5
C4603	25-200	1	18″	6¾″	G1754	14″	**23.00**	5
C4604	25- 40	1	11¼″	4½″	G1751	8″	**10.40**	5
C4605	25- 75	1	13¼″	5½″	G1752	10″	**12.65**	5
C4606	25-150	1	15½″	6¼″	G1753	12″	**16.50**	5
C4607	25-200	1	18″	6¾″	G1754	14″	**23.00**	5
C4610	50-200	2	16″	7″	G9181	12″	**28.00**	3
C4611	50-200	2	14″	7″	G9181	12″	**18.00**	3
C4615	50-100	2	9″	5¾″	G9179	8″	**6.00**	5
C4616	50-150	2	11″	6″	G9180	10″	**8.50**	5
C4617	50-200	2	13″	6¾″	G9181	12″	**11.50**	5
C4618	50-300	2	15″	7½″	G9182	14″	**14.00**	5

Note: If quantities less than standard package is desired, please add 10% to list prices.



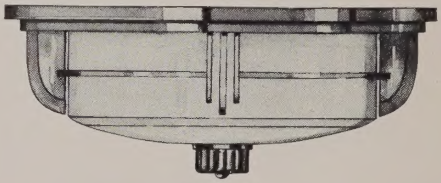
● **C4590 and C4591**

Square ceiling unit. One light. Made of heavy gauge brass; finished Statuary Bronze. Satin Lumite White Glass Bowl. Made in two sizes.



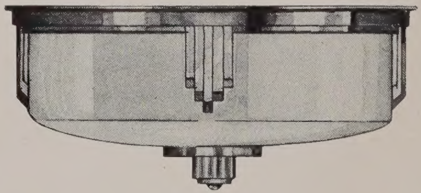
● **C4600 to C4607 (Incl.)**

Series C4600 to C4603 (inclusive) made of steel and finished White Porcelain Enamel. Opal glass bowl on hinged frame. White Porcelain Enamel reflector. Series C4604 to C4607 (inclusive) is made of brass and finished Brushed Brass. Same glass bowl as above. Reflecting surface of steel aluminized. All units have one light. Capacity of largest unit up to 200 watts. Can be made with 2 sockets. Prices upon request.



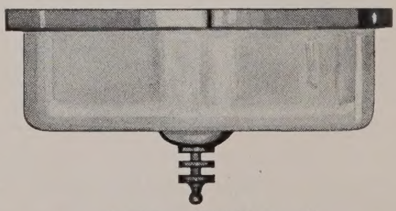
● **C4610**

Made of brass. Finished Polished Chromium. Opal glass bowl. Two lights. Capacity 50-200 watts.



● **C4611**

Made of brass. Finished Polished Chromium Opal glass bowl. Two lights. Capacity 50-200 watts.

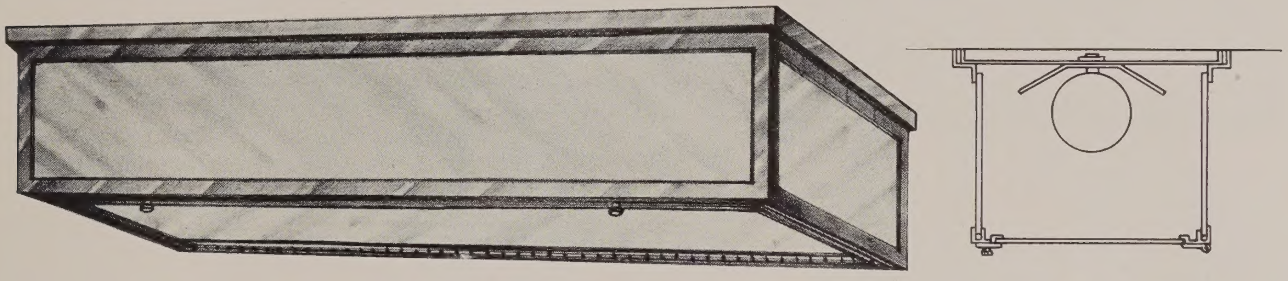


● **C4615 to C4618 (Incl.)**

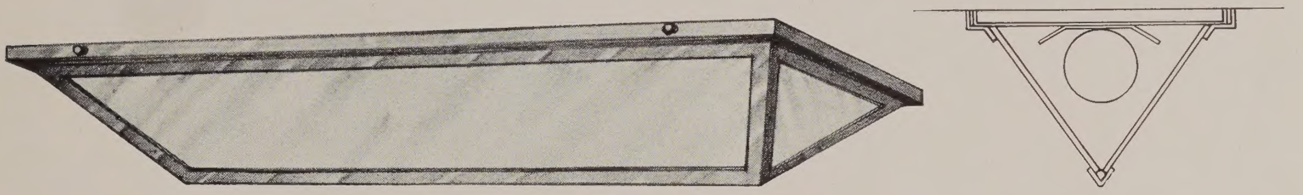
Made of steel. Finished Satin Cadmium. Opal glass bowl. Made in 4 sizes. For capacity up to 300 watts.

Guth SURFACE LIGHTING TROUGHS

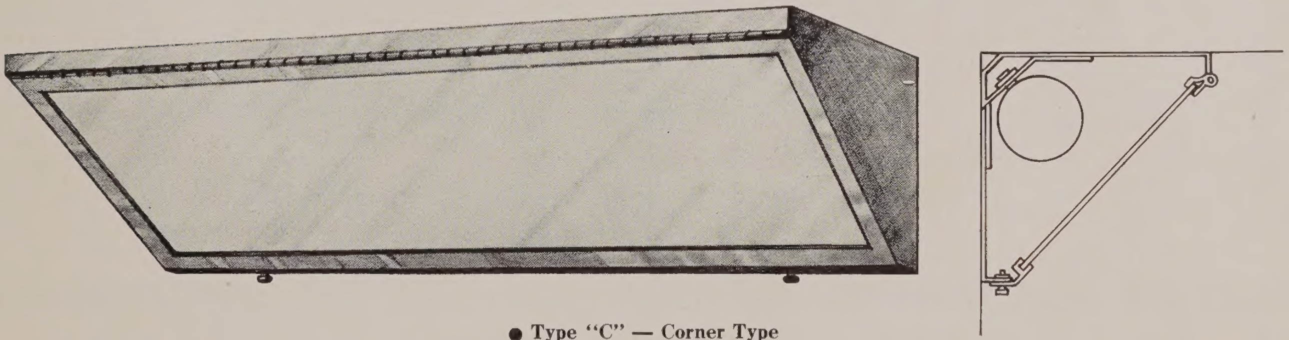
Strongly Made with Brass Frame . . . Flashed White Opal Glass Panels Reflectors ALZAK *Aluminum*



● **Type "A" — Rectangular Type**



● **Type "B" — "V" Shaped Type**



● **Type "C" — Corner Type**

GUTH SURFACE TROUGHS are rigidly made of heavy gauge metals. The frame is made entirely of brass; a separate steel ceiling plate facilitates installation. Types "A" and "C" have continuous hinges for easy lamp replacement.

Separate ALZAK aluminum reflecting surface is furnished in all types to assure permanent lighting efficiency.

Underwriters' approved porcelain sockets are supplied. The White Opal Glass panels are rigidly held with continuous channel frames.

Cat. No.	For Standard Lamps	No. of Sockets	— Overall Dimensions —			Type "A" Price	Type "B" Price	Type "C" Price
			Extends	Width	Length			
C4620-2	Up to 40-Watt	2	7″	7½″	15″	**$23.40**	**$19.10**	**$19.10**
C4620-4		4	7″	7½″	29″	**37.15**	**29.40**	**29.40**
C4620-6		6	7″	7½″	43″	**52.25**	**42.85**	**42.85**
C4620-8		8	7″	7½″	57″	**68.75**	**56.25**	**56.25**
C4620-10		10	7″	7½″	71″	**89.65**	**73.35**	**73.35**
C4621-2	Up to 100-Watt	2	8″	9½″	18″	**$35.10**	**$28.71**	**$28.71**
C4621-4		4	8″	9½″	36″	**51.60**	**42.20**	**42.20**
C4621-6		6	8″	9½″	54″	**68.75**	**56.25**	**56.25**
C4621-8		8	8″	9½″	72″	**96.25**	**78.75**	**78.75**
C4621-10		10	8″	9½″	90″	**123.75**	**101.25**	**101.25**
C4622-2	Up to 200-Watt	2	11″	14″	26″	**$48.10**	**$39.40**	**$39.40**
C4622-4		4	11″	14″	50″	**70.10**	**56.40**	**56.40**
C4622-6		6	11″	14″	74″	**96.25**	**78.75**	**78.75**
C4622-8		8	11″	14″	96″	**132.00**	**108.00**	**108.00**

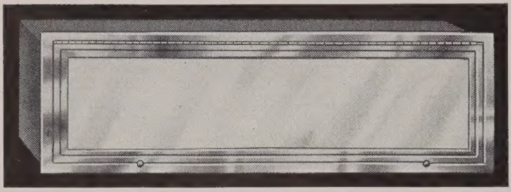
NOTES: When ordering, please specify Catalog Number *and* Type Number. For instance, if ordering Type "B," the "V" shaped trough, for 100-watt lamp size, with 8 sockets, designate as follows: "Catalog Number C4621-8, Type 'B'."

Standard package is three assorted of any *one* type. If less than standard package are desired, please add 10% to list prices.

Guth FLUSH RECESSED PANEL BOXES

Numerous Standard Sizes . . . May Be "Tailored" for the Installation

Genuine ALZAK *Reflectors*



● Guth Recessed Panel Boxes

FEATURES OF GUTH UNITS

1. **ALZAK Efficiency**
2. **Easy Installation**
3. **White Flashed Opal Glass**
4. **Continuous Hinges**
5. **Adjustable Porcelain Sockets**
6. **No Light Leakage**
7. **Wide Frame**
8. **Heavy-Gauge Housing**
9. **Housings Ventilated**
10. **Easy Wiring**
11. **Housings Rust-proof**
12. **Better Recessed Units**

WELL-CONSTRUCTED and neat appearing, Guth Recessed Panel Boxes are simply a "better job." Frames are made of brass; finished Satin Cadmium. Glass panels are White Flashed Opal glass and are lighted evenly due to correctly engineered ALZAK reflectors. Panels are on continuous hinges—as long as the frame—providing greater service and strength. Extra wide frame in "Z" channel form prevents light leakage and also prevents plaster from falling. Guth's simple method of frame attachment to box, expedites installation. Knockouts are provided in housing for easier wiring connections. Heavy-gauge steel housings are rust-proof via Udylite.

FLUSH BOX SCHEDULE

Cat. No.	For Standard Lamps	Design	No. of Sockets	— Box Dimensions —			— Frame Dimensions —		Price
				Depth	Width	Length	Width	Length	
C4624-1	Up to 40-Watt	Square	1	7″	7½″	7½″	9″	9″	**$14.25**
C4624-4			4	7″	15″	15″	16½″	16½″	**34.50**
C4625-2	Up to 40-Watt	Rectangular	2	7″	7½″	15″	9″	16½″	**$19.25**
C4625-4			4	7″	7½″	29″	9″	30½″	**30.75**
C4625-6			6	7″	7½″	43″	9″	44½″	**44.50**
C4625-8			8	7″	7½″	57″	9″	58½″	**57.50**
C4625-10			10	7″	7½″	71″	9″	72½″	**78.50**
C4626-1	Up to 100-Watt	Square	1	8″	9½″	9½″	11½″	11½″	**$23.25**
C4626-4			4	8″	18″	18″	20″	20″	**52.00**
C4627-2	Up to 100-Watt	Rectangular	2	8″	9½″	18″	11½″	20″	**$28.90**
C4627-4			4	8″	9½″	36″	11½″	38″	**43.90**
C4627-6			6	8″	9½″	54″	11½″	56″	**58.50**
C4627-8			8	8″	9½″	72″	11½″	74″	**84.50**
C4627-10			10	8″	9½″	90″	11½″	92″	**102.50**
C4628-1	Up to 200-Watt	Square	1	11″	14″	14″	16″	16″	**$30.75**
C4628-4			4	11″	26″	26″	28″	28″	**65.00**
C4629-2	Up to 200-Watt	Rectangular	2	11″	14″	26″	16″	28″	**$40.75**
C4629-4			4	11″	14″	50″	16″	52″	**59.75**
C4629-6			6	11″	14″	74″	16″	74″	**84.50**
C4629-8			8	11″	14″	96″	16″	98″	**110.00**

Note: Standard package is three assorted units. If less than standard packages are desired, please add 10% to list prices.

INDEX — SECTION C, CATALOG No. 35

All items listed are subject to terms and conditions shown in FOREWORD.
Prices are subject to change without notice.

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SHIPPING SCHEDULE: A2 denotes within 1 week; B denotes within 2 weeks; C denotes within 3 to 4 weeks.

A NATIONAL ORGANIZATION RENDERING A NATIONAL LIGHTING SERVICE

GUTH

Reflector Equipment

FOR INDUSTRY, GYMNASIUMS, RADIANT DRYING, ETC.

SECTION D CATALOG No. 35

INDUSTRIAL LIGHTING
A. I. A. File 31 F2

FLUORESCENT LIGHTING
A. I. A. File 31 F7

The Edwin F. Guth Company
2615 Washington Blvd. St. Louis, Mo.

★ ★ *Progressive Development in the Lighting Art Since 1902* ★ ★

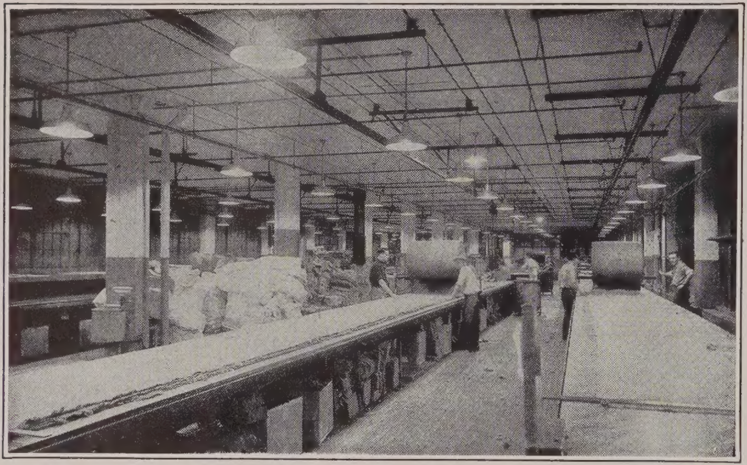
inted in U. S. A.

Guth EFFICIENT ALZAK ALUMINUM REFLECTORS

Better Reflecting Surface . . . Light Weight . . . Virtually Permanent
Guaranteed ALZAK *Aluminum*

ALZAK aluminum is the most efficient commercial reflecting surface. Intrinsically bright aluminum metal is electrochemically treated to remove all impurities and dirt, greatly increasing the reflectance. A colorless, invisible film which is second in hardness only to the DIAMOND, protects this efficient bright surface; for normal atmospheres, ALZAK aluminum is virtually permanent.

ALZAK has been subjected to numerous tests. It withstands heat and cold; salt sprays and acid test have been very favorably encountered. ALZAK aluminum is a metallic rather than glass or vitreous substance and will withstand abuses and endure time. ALZAK is "tougher," does not "chip, peel or crack."

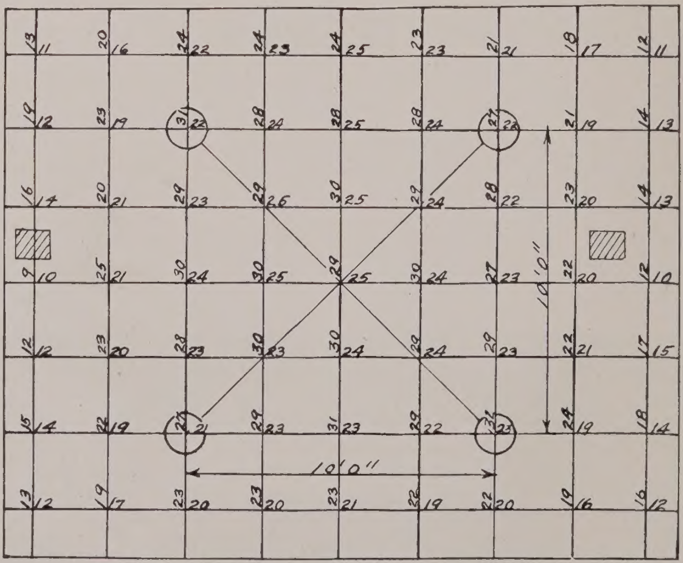


A GUTH QUALITY PRODUCT

Guth ALZAK aluminum reflectors are sold on the basis of merit; they are competitively priced. Their high efficiency gives maximum illumination from a given wattage. ALZAK reflectors absorb less of the blue and green rays from the light-source thereby reflecting a "whiter" and more desirable color-quality light. Engineered reflector designs for highest and lowest mounting heights are listed in this catalog.

DELIVERS MORE LIGHT !

Charted to right are test results made by the engineering department of a large motor car manufacturer. Horizontal numbers denote foot-candle readings under highest quality competitive reflectors — not ALZAK. Vertical readings show Guth ALZAK Dome reflector results. Note 15% to 30% superiority of Guth ALZAK. Final installation photo of this job, shown above. Spacing 10′ x 10′; mounting height 11′ 10″; with 300 watt W. B. lamps.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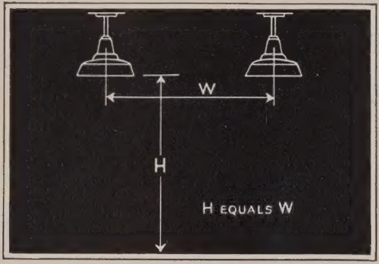
ALZAK DOME SOCKET REFLECTORS

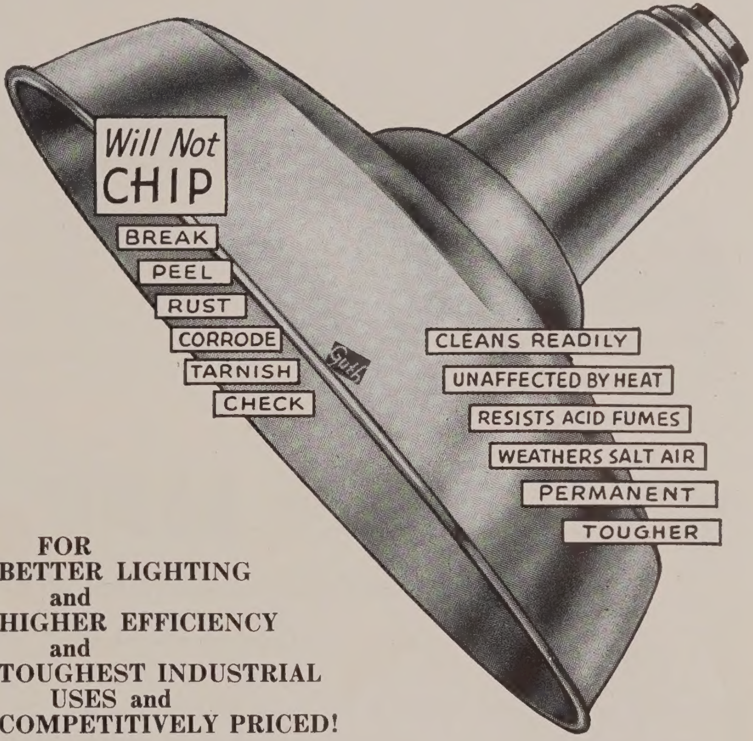
72° Light-Cutoff . . . A Tougher Reflector for Toughest Uses
Genuine ALZAK *Aluminum*

FULFILLING the requirements of the majority of lighting installations, Guth ALZAK Dome Reflector delivers light on vertical and horizontal surfaces. For good quality of illumination Guth ALZAK Dome Reflector cuts off direct light at 72 degrees. There is strong projecting qualities by Guth ALZAK, with good even diffusion of light.

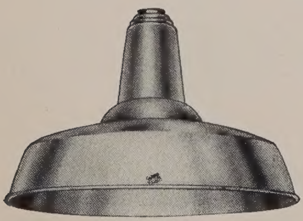


● **MOUNTING AND SPACING**

Modern recommendations for best general illumination, are that the distance between units (marked W in sketch above) is not to exceed the mounting height of the units (marked H in above diagram). Under these conditions Guth ALZAK aluminum reflectors will deliver (see page D-2) 15% to 30% more light! Further ALZAK aluminum produces a "whiter," better quality of light. Lastly, Guth ALZAK is tough, durable and withstands the severe uses of industry.



**FOR
BETTER LIGHTING
and
HIGHER EFFICIENCY
and
TOUGHEST INDUSTRIAL
USES and
COMPETITIVELY PRICED!**



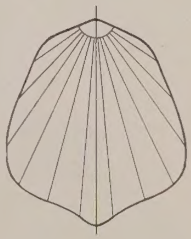
● **No. AAA08
Standard Dome Type**

SPECIFICATIONS: Reflector cuts off light at 72 degrees. Reflector of heavy gauge No. 1 Grade Aluminum, formed in one-piece without seams. Reflector finish to be Diffuse ALZAK. Heavily rolled bead reinforcing edge. Porcelain all-weather socket, inspected and approved by Underwriters' Laboratories. Sand-casted fittings, tapped ½ inch and treated against rusting and weather.

Cat. No.	Wattage	Price	Dia.	Hght.	Std. Pkg.
AAA05	75-100	**$4.10**	12″	7½″	10
AAA06	150	**4.50**	14″	8¾″	10
AAA07	200	**5.35**	16″	9¾″	10
AAA08	300-500	**6.90**	18″	11½″	5
AAA09	750-1500	**9.30**	20″	14¼″	5
AAA10	750-1000*	**7.80**	18″	11½″	5

*For new BiPost lamps.

NOTES: Pull-chain sockets, medium base size, will be supplied on request at $1.00 list, extra. Shock-absorbing sockets will be furnished on request at $0.15 list additional. Wire or lamps not included in above prices. For less than standard package quantities, add 10% to list prices.



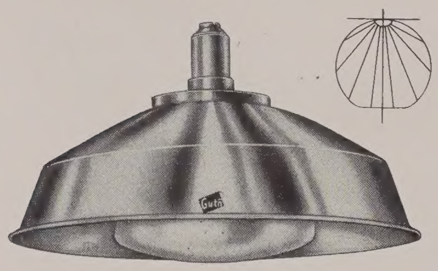
● **Characteristic
Curve**

"GLASS-ALZAK" DIFFUSERS

Highly Diffused Lighting for Finest Industrial Illumination

Genuine ALZAK *Reflector*

GUTH Glass-ALZAK Diffuser is designed for use in those locations where the finest type illumination is desired and where high intensities are required with a minimum of direct or reflected glare. Mercury-vapor lamps can be used in these units; 250-watt mercury lamp in AAA40 and 400-watt mercury lamp in the AAA42. Same prices as for Mazda.



● **Glass ALZAK Diffuser**

SPECIFICATIONS: Reflector of heavy gauge No. 1 Grade Aluminum, finished Diffuse ALZAK. Opal-glass-globe securely held by "Safety Holder" — no screws, no bushings, no compression on glass. Porcelain all-weather socket inspected and approved by Underwriters' Laboratories. Sand-casted fittings, tapped ½" and treated against rusting and weather.

Cat. No.	Wattage	Price	Dia.	Hght.	Glass
AAA40	100-200	**$12.00**	18"	12"	G6829
AAA41	300-500	**16.50**	20"	16"	G6831
AAA42	750-1000	**24.25**	24"	18½"	G6832

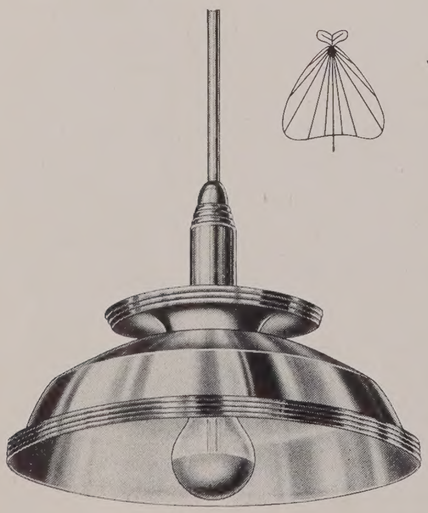
Units are packed one to a carton. Wire or lamps not included.

"SILVERED BOWL" DIFFUSERS

Indirect Lighting Characteristics of Silvered Bowl Lamp Utilized

Genuine ALZAK *Reflector*

PRODUCING higher levels of illumination with eye ease and safety, the Guth Silvered Bowl Diffuser is ideal for seeing tasks requiring good diffusion. A small portion of light is emitted for soft ceiling illumination. Spacings of the units should equal mounting height for uniform results. Direct light cut off at 75 degrees.



● **No. AAA80 and 81 With Rolled Trim**

Silvered Bowl Diffuser With Rolled Trim

Cat. No.	Wattage	List Price	Dia.	Lgth.	Std. Pkg.
AAA80	100-200	**$18.50**	18"	36"	5
AAA81	300-500	**20.00**	20"	36"	5

Price includes canopy, stem and swivel. See notes.

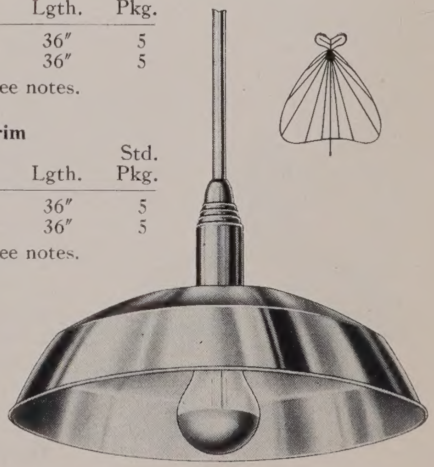
Silvered Bowl Diffuser Less Trim

Cat. No.	Wattage	List Price	Dia.	Lgth.	Std. Pkg.
AAA85	100-200	**$15.00**	18"	36"	5
AAA86	300-500	**16.00**	20"	36"	5

Price includes canopy, stem and swivel. See notes.

NOTES: Above prices include socket cover as shown, aluminum stem, swivel and canopy. If same is desired less stem, swivel and canopy deduct $3.00 list. If stem extensions are required specify MP2402, length 6-inches at $0.40 list, or MP2403 length 12-inches at $0.60 list.

Prices above are less lamps. If less than standard packages are desired, please add 10% to list prices.



● **AAA85 and 86 Less Rolled Trim**

HIGH-BAY REFLECTORS

Flood and Concentrating Types . . . 15 to 100-Foot Mounting . . . 50° Light-Cutoff
Genuine ALZAK *Reflectors*

HIGH-BAY UNITS USED FOR

1. 15 to 100-foot mountings
2. Flood Beams
3. Concentrated Beams
4. Crane Bays
5. Foundries
6. Assembly Floors
7. Gymnasiums
8. Armories
9. Tennis Courts
10. Parking Lots

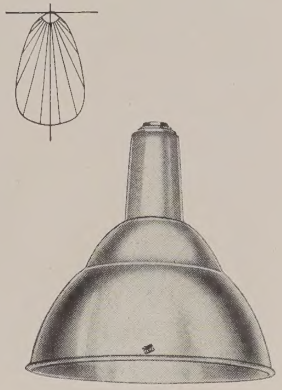
GUTH High-Bay REFLECTORS adequately fulfill a variety of specific lighting requirements for both indoor and outdoor areas. Reflector designs are engineered for Flood and Concentrating type light beams.

These reflectors are formed of heavy-gauge aluminum and finished Semi-Specular ALZAK. The Semi-Specular feature produces added punch yet allows for good diffusion with a minimum of reflected glare.

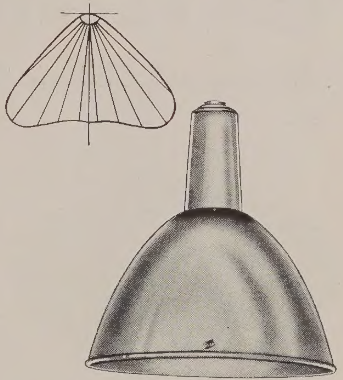
The ALZAK finish is virtually permanent as well as being highly efficient, and delivers a maximum of light from a given wattage. The ALZAK finish will not deteriorate, is easy to clean and will not break or chip when dropped or struck.

OUTDOOR USE: Guth High-Bay reflectors are suitable for outdoor use. The Floor type is ideal for lighting tennis courts, parking lots, etc. Guth ALZAK is highly resistant to outdoor atmospheres.

MERCURY-VAPOR LIGHTING: Mercury-Vapor lamps can be used in these High-Bay reflectors. The 400-watt Mercury-Vapor lamps can be used in Nos. AAA91 and AAA93 standard units. If 250-watt Mercury-Vapor lamp is desired to be used in Nos. AAA90 and AAA92, please specify that proper socket and lamp positioning will be furnished. Same list prices. For Mercury-Mazda combination reflectors, see page D-4. For transformers and reactors for Mercury lamps, see page A-17.



● Concentrating Type



● Flood Type

● Concentrating Types

Cat. No.	Watt.	Price	Dia.	Hgt.	Std. Pkg.
AAA90	200-300*	**$ 9.50**	10″	10¾″	5
AAA91	300-500	**12.00**	12″	12½″	5
AAA92	750-1500	**19.00**	18″	17″	5

Note: Mercury-Vapor lamps can be used in these reflectors. See paragraph above.
* Denotes 300-watt medium base lamp.

● Flood Types

Cat. No.	Watt.	Price	Dia.	Hgt.	Std. Pkg.
AAA93	200-300*	**$ 9.75**	10″	10¾″	5
AAA94	300-500	**12.00**	12″	12″	5
AAA95	750-1500	**19.00**	18″	16½″	5

Note: Mercury-Vapor lamps can be used in these reflectors. See paragraph above.
* Denotes medium base 300-watt lamp.

NOTES: Reflectors are formed of heavy-gauge selected-grade aluminum. Processed via ALZAK, the efficient permanent finish which does not smudge, tarnish, chip or break; is not affected by heat. Heavy-duty porcelain sockets approved by Underwriters' Laboratories. Cast fittings for ½″ conduit mounting. Shock-absorbing sockets available at $0.15 list extra. Visors (below), dust-tight glass cover (below) and wire guards (see page D-8) can be used with above units. For less than standard packages, please add 10% to list prices.

● Visors for Reflectors

ALZAK VISORS

Permanently finished ALZAK aluminum Visors are available for use with above reflectors. These Visors cut off the spill light in any given direction and re-direct the light to desired area.

R250 for 10″ Reflector	**$3.25**
R251 for 12″ Reflector	**3.50**
R252 for 18″ Reflector	**4.50**

DUST-TIGHT COVERS

Increase lighting results in dusty or dirty atmospheres by keeping reflectors and lamps clean and aiding in easy maintenance. Simply wiping off the smooth outer glass cover restores initial lighting efficiency.

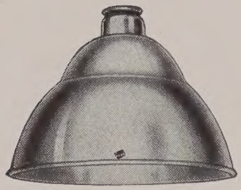
R240 for 10″ Reflector	**$3.25**
R241 for 12″ Reflector	**3.75**
R242 for 18″ Reflector	**5.00**

● Dust-tight Covers

ALZAK SHADEHOLDER REFLECTORS

Heavy Gauge Quality, Yet Light in Weight . . . Ideal for Simple Drop Cords
Genuine **ALZAK** *Aluminum*

● **Dome Type**


● **Deep Bowl Type**

GUTH ALZAK Shadeholder reflectors fulfill the need for an efficient, lightweight reflector for drop-cord mounting with minimum wiring costs. Guth Shadeholder reflectors do not chip, peel, or break when struck and are ideal for use over factory benches. Guth ALZAK is permanent as well as efficient; it is easily cleaned.

Dome Type Shadeholder Units

Cat. No.	Wattage	Price	Dia.	Hght.	Fitter	Wt.	Std. Pkg.
AAA72	75-100	**$3.00**	12″	5½″	2¼″	9 oz.	10
AAA74	150	**3.50**	14″	6¾″	2¼″	14 oz.	10
AAA76	200	**4.00**	16″	7¾″	2¼″	16 oz.	10
AAA78	300-500	**5.30**	18″	8″	3¼″	20 oz.	5

*For quantities less than standard package, please add 10% to list prices.

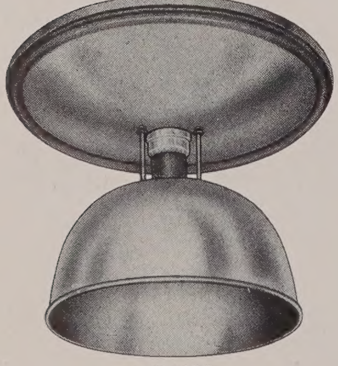
Deep Bowl Type Shadeholder Units

Cat. No.	Wattage	Price	Dia.	Hght.	Fitter	Wt.	Std. Pkg.
AAA73	50-100	**$2.50**	8″	5½″	2¼″	6 oz.	10
AAA75	150-200	**3.20**	10″	8¼″	2¼″	8 oz.	10
AAA77	300-500	**5.75**	12″	9½″	3¼″	10 oz.	5

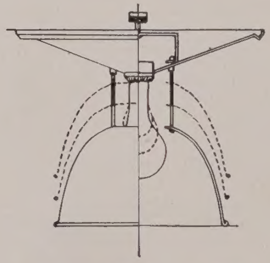
*For quantities less than standard package, please add 10% to list.

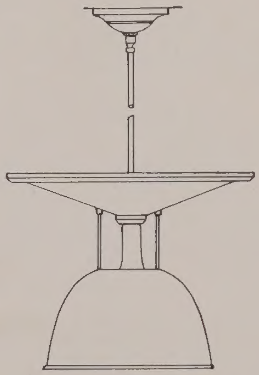
ALZAK ALLITE

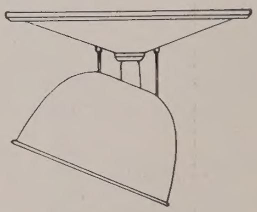
Minimizes Ceiling Contrasts . . . Lamp Adjustability . . . Angle Adaptability
Genuine **ALZAK** *Aluminum*


● **R5986**

ALLITE an original industrial reflector unit patented by Guth. ALLITE delivers even diffused downward lighting PLUS ceiling illumination for a better balanced installation. With vertical and horizontal illumination. Both upper and lower reflectors are made of genuine ALZAK aluminum — will not chip or break.


● **Adjustability: For Lamp sizes from 75 to 200 watts. Simple and quick method for adjustment.**


● **R5987: ALLITE mounted on pendant stem. Listed below.**

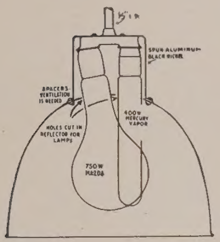

● **Adaptability: Where well directed light is essential, the ALLITE is easily adapted to direct lighting at any angle up to 40-degrees.**

Cat. No.	Wattage	Price	With Stem and Canopy	Dimensions Bowl	Dimensions Plate	O. A. Lgth.	Std. Pkg.
R5986	75-200	**$5.50**	No	9″	12½″	10½″	10
R5987	75-200	**8.30**	Yes	9″	12½″	30″	10

For quantities less than standard package, please add 10% to list prices.

Guth MERCURY-VAPOR COMBINATION UNITS

Double Illumination With Existing Wiring . . . Commingled Light Rays
Genuine ALZAK *Reflectors*

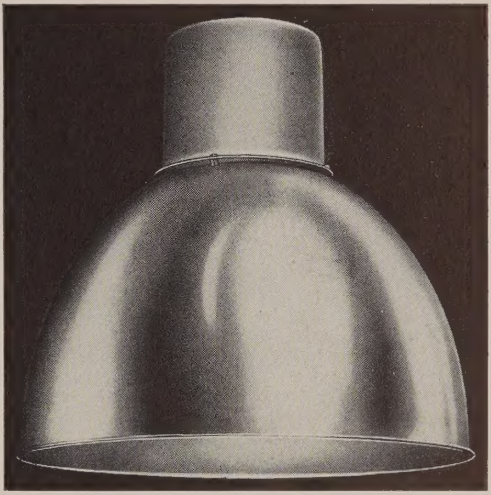

5" in
SPUN ALUMINUM BLACK NICKEL
SPACERS VENTILATION IS NEEDED
HOLES CUT IN REFLECTOR FOR LAMPS
400W MERCURY VAPOR
750W MAZDA

● **Diagonal Spectral Assimilation Crossing Mercury-Mazda Filaments**

THE amazing Mercury-Vapor lamps which produce practically double illumination as Incandescent lamps, make possible increased illumination without costly rewiring. The Mercury-Vapor lamps require transformers (see page A-17).

Mercury-Vapor can be used alone if color discrimination is unimportant or can be combined with Incandescent lamps. On this page is listed ALZAK reflectors for Mercury-Mazda combined. Mercury lamps can be used alone in Guth Dome reflectors (see page D-3); or in "Glass-ALZAK" Diffusers (see page D-4); or in High Bay Reflectors (see page D-5).

Guth Reflectors are fabricated of heavy gauge aluminum and processed genuine ALZAK, which finish does not depreciate, and is not affected by heat, dirt or atmospheric conditions. All prices quoted are less lamps, wire, and transformers and reactors (see page A-17).



● **R5787 Industrial Unit**

● **Industrial Units** (For Mercury-Mazda Combination)

Cat. No.	Wattage Mercury	Wattage Mazda	Price	Dia.	Hght.	Std. Pkg.
R5787	250	300-500	**$14.00**	12½"	12½"	4
R5898	400	750-1500	**24.00**	18"	18"	4

NOTE: For Mercury only, see High Bay Reflectors, page D-5.

For quantities less than standard package, please add 10% to list prices.

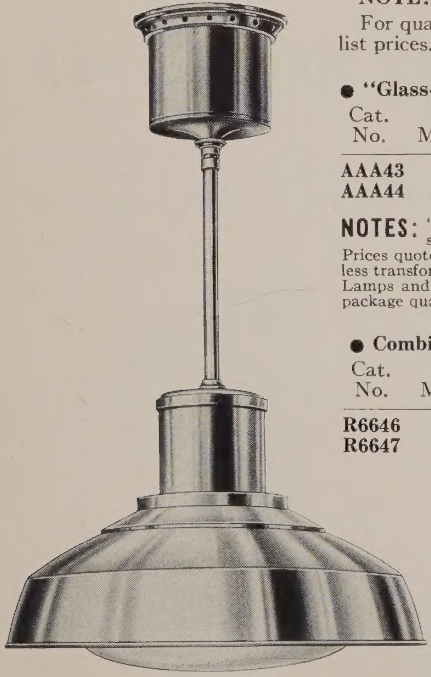
● **"Glass-ALZAK" Diffuser** (For Mercury-Mazda Combination)

Cat. No.	Wattage Mercury	Wattage Mazda	Price	Dia.	Lght.	Std. Pkg.
AAA43	250	300-500	**$33.00**	20"	36"	4
AAA44	400	750-1000	**41.00**	24"	42"	4

NOTES: "Glass-ALZAK" Diffusers for Mercury-Vapor Lamps only, see standard units, page D-4. AAA44 uses BiPost Mazda Lamps. Prices quoted include transformer housing, stem and swivel. If unit is desired less transformer housing, stem and swivel, please deduct $9.00 from list prices. Lamps and transformer or reactor are not included. For less than standard package quantities, please add 10% to list prices.

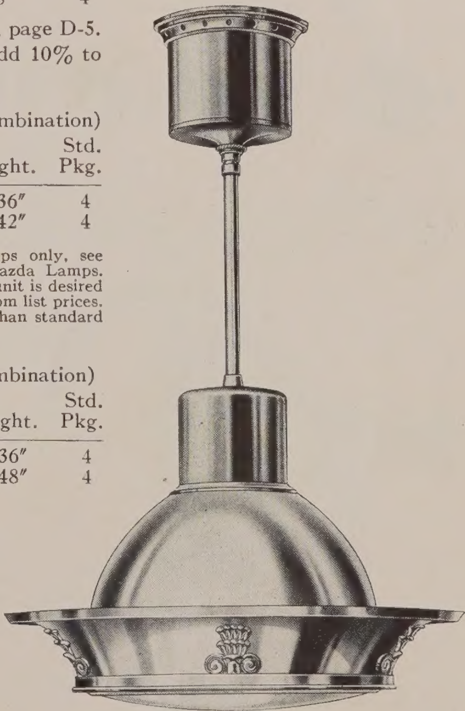
● **Combination Luminaire** (For Mercury-Mazda Combination)

Cat. No.	Wattage Mercury	Wattage Mazda	Price	Dia.	Lght.	Std. Pkg.
R6646	250	300-500	**$55.00**	15"	36"	4
R6647	400	750-1500	**70.00**	26"	48"	4



● **Glass-ALZAK Diffuser Nos. AAA43 and 44**

NOTES: Luminaire to right: Luminaire reflector genuine ALZAK reflector; exterior finished emeried-ALZAK including louvre which is furnished with polished band and cast ornaments. Hinged bottom ring retains diffusing glass bottom. Prices include transformer housing, stem and swivel. If unit is desired less stem, transformer housing, and swivel, please deduct $9.00 from list prices. Lamps and transformers and reactors not included. For prices on transformers or reactors see Page A-17. For less than standard package quantities, please add 10% to list prices.



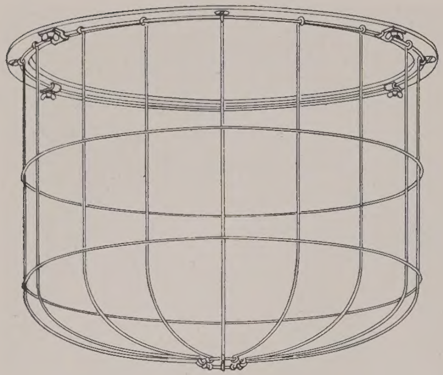
● **Combination Luminaire Nos. R6646 and R6647**

For Mercury-Vapor Units (only) see standard Guth Dome, Glass ALZAK, and High Bay Units

Guth REFLECTOR WIRE GUARDS

Durable . . . Made of Heavy Tinned Wire . . . Brightly Finished
For Guth ALZAK *Reflectors*

GUTH standard wire guards are made of heavy-gauge tinned wire and are brightly finished. The No. G3677 series is removed from steel ceiling ring by unloosening wing-nuts and giving slight turn. No. R208 series Guards are removed from reflectors by unloosening a screw. No. 318 series is screwed directly into ceiling; hinged bottom portion snaps onto upright guard.



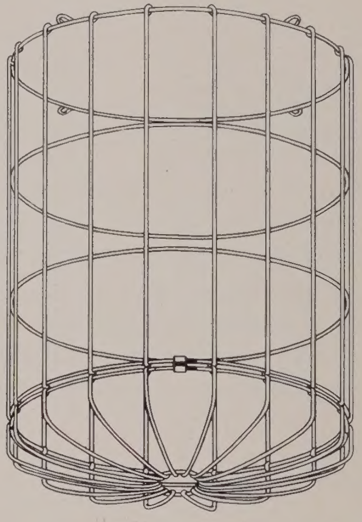
● Total Guard

● Covers Entire Reflector
(To Left)

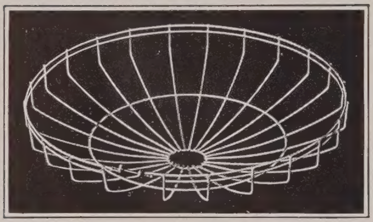
Cat. No.	Guard Dia.	Guard Depth	List Price
G3677	10″	9″	**$5.80**
G3678	12″	11″	**6.30**
G3679	14″	12″	**8.10**
G3680	16″	14″	**9.25**
G3681	18″	16″	**10.50**
G3682	20″	18″	**12.50**
G3676	22″	20″	**14.75**

● Total Guard With Hinged Bottom
(To Right)

Cat. No.	Guard Dia.	Guard Depth	List Price
R314	14″	12″	**$4.50**
R316	16″	14″	**5.65**
R318	18″	16″	**6.20**
R320	20″	18″	**7.30**
R322	22″	20″	**8.25**
R325	25″	23″	**11.00**



● Total Guard With Hinged Bottom



● Bottom Guard

● For Bottom of Reflector
(To Left)

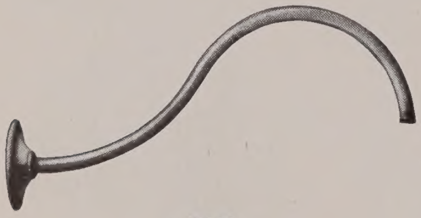
Cat. No.	Fits Refl. Dia.	List Price
R208	8″	**$1.90**
R210	10″	**1.95**
R212	12″	**2.05**
R214	14″	**2.25**
R216	16″	**2.80**
R218	18″	**3.10**
R220	20″	**3.60**
R224	24″	**5.00**

NOTES: All Guards listed are packed 10 of one kind to the standard package. When quantities less than standard packages are desired, please add 10% to list prices. On G3677 Guard series dimensions are given for guard only. The steel ceiling ring extends 1½ inches beyond listed diameters.

Guth HANGERS AND BRACKETS FOR REFLECTORS

With ½-Inch Fittings

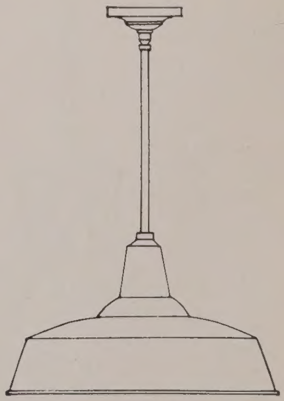
HANGERS AND BRACKET illustrated below are for use with standard Guth reflector units. Particular attention is directed to No. R201 which is a "dress-up" hanger and very appropriate for use in Drafting Rooms, Schools, etc. If hangers or brackets of special nature are desired, designs will be submitted at no obligation to you.



● R200
½″ Gooseneck Bracket Sprayed Aluminum. Extends 24″.
Price, **$2.50**

● K1143
½″ Iron Conduit Stem with Slip Canopy and Hickey. Length 48″ O. A. Sprayed aluminum finish.
Price, **$2.50**

● K1144
Reinforced Cord with 4″ Porcelain Box Cover. Length 48″ O. A.
Price, **$1.25**



● R201
⅝″ Aluminum Stem with Swivel and Aluminum Canopy. Length 24″ O. A. Alumilite permanent finish. Bushed for reflector ½″ fitting.
Price, (less Reflector), **$3.00**

NOTES: Prices listed for hangers and bracket are for standard package quantities. Each of above items are packed five to the carton. If less than standard package quantities are desired, please add 10% to list prices.

ALZAK FLOODLIGHTS

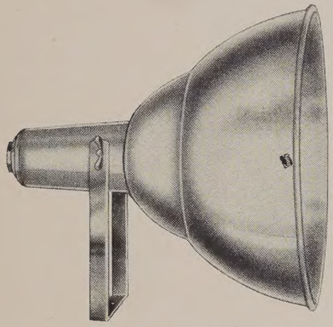
Flood and Concentrating Design Reflectors . . . Open or Closed Types
Permanent ALZAK *Reflectors*

GUTH Outdoor FLOODLIGHTS are sturdily built and finished by the permanent ALZAK process. Available in both open or closed types, also with Visor if desired. Guth FLOODLIGHTS are compact, portable, easy to install and light-of-weight.

Maximum amount of light from a given wattage is delivered via the efficient ALZAK aluminum reflecting surface. Guth ALZAK is the most efficient reflector commercially produced.

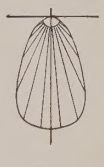
The two type lighting distributions, Concentrating type and Flood type, fulfill adequately lighting requirements for the majority of installations. The Flood types are recommended for lighting industrial areas, gasoline stations, parking lots, etc. (the Flood type delivers a 80-degree beam). The Concentrating type units which have 30-degree beams are for high-intensity lighting and are ideal for use in softball, football, and baseball installations, also golfing ranges.

Guth FLOODLIGHTS are easily adjusted to any desired vertical or horizontal angle. The bracket can be permanently affixed to cross-bar, or can be affixed with adjustable bolt for changing the horizontal angle.

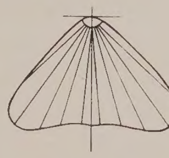


● Nos. AAA180 and 181
Open Concentrating Types

TWO TYPES OF LIGHT BEAMS

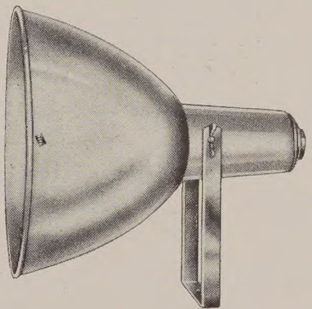


● Concentrating



● Flood

Both Open and Closed type FLOODLIGHTS are available in Concentrating or Flood design reflectors. The Concentrating design reflector has a 30-degree light beam with a 50-degree light cutoff. The Flood design reflectors have 80-degree light beams with 50-degree light cutoff. All reflectors are genuine ALZAK aluminum.



● Nos. AAA185 and 186
Open Flood Types

● Concentrating — Open Types

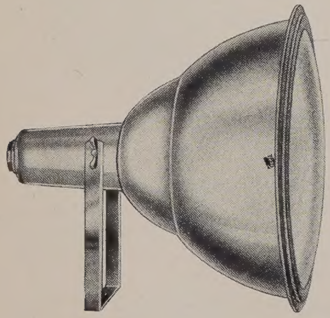
Cat. No.	Watt.	Price	Dia.	Lgth.	Std. Pkg.
AAA175	200-300*	**$12.50**	10″	11″	5
AAA176	300-500	**15.00**	12″	13″	5
AAA177	750-1500	**19.50**	16″	17″	5

* Denotes 300-watt medium base lamp.

● Flood — Open Types

Cat. No.	Watt.	Price	Dia.	Lgth.	Std. Pkg.
AAA178	200-300*	**$12.50**	10″	11″	5
AAA179	300-500	**15.00**	12″	13″	5
AAA180	750-1500	**19.50**	16″	16½″	5

* Denotes 300-watt medium base lamp.



● Nos. AAA182 and 183
Closed Concentrating Types

● Concentrating — Closed Types

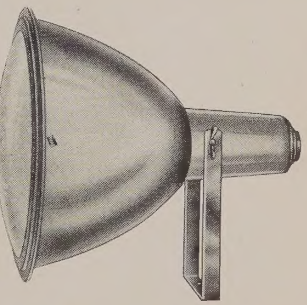
Cat. No.	Watt.	Price	Dia.	Lgth.	Std. Pkg.
AAA181	200-300*	**$16.00**	10″	12″	5
AAA182	300-500	**22.00**	12″	14″	5
AAA183	750-1500	**35.00**	16″	17½″	5

* Denotes 300-watt medium base lamp.

● Flood — Closed Types

Cat. No.	Watt.	Price	Dia.	Lgth.	Std. Pkg.
AAA186	200-300*	**$16.00**	10″	12″	5
AAA187	300-500	**22.00**	12″	13½″	5
AAA188	750-1500	**35.00**	16″	17″	5

* Denotes 300-watt medium base lamp.



● Nos. AAA187 and 188
Closed Flood Types

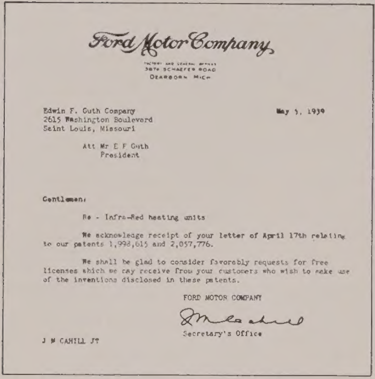
NOTES: All reflectors formed of heavy gauge selected grade aluminum. Processed via ALZAK, the efficient permanent finish which does not smudge, tarnish, chip or break; ALZAK is not affected by heat. Heavy-duty porcelain sockets approved by Underwriters' Laboratories. Water-tight cord bushing furnished to seal wire entrance. Sturdy steel bracket, rust-proofed, is furnished for all angle adjustment. One-half inch bolt at base of bracket is furnished. Bracket can be mounted permanently onto steel or wood base if desired. If less than standard packages are desired, please add 10% to list prices.

VISORS AVAILABLE FOR ABOVE UNITS — SEE PAGE D-5

Guth REFLECTORS FOR RADIANT DRYING

Efficient Heat Reflecting Equipment . . . More Permanent . . . Cleans Easily

Genuine GOLD ALZAK *Reflectors*



Ford Motor Company

DEARBORN MICH

Edwin F. Guth Company
2615 Washington Boulevard
Saint Louis, Missouri

May 5, 1939

Att Mr E F Guth
President

Gentlemen:

Re - Infra-Red heating units

We acknowledge receipt of your letter of April 17th relating to our patents 1,998,615 and 2,057,776.

We shall be glad to consider favorably requests for free licenses which we may receive from your customers who wish to make use of the inventions disclosed in these patents.

FORD MOTOR COMPANY

Secretary's Office

J M CAHILL JT

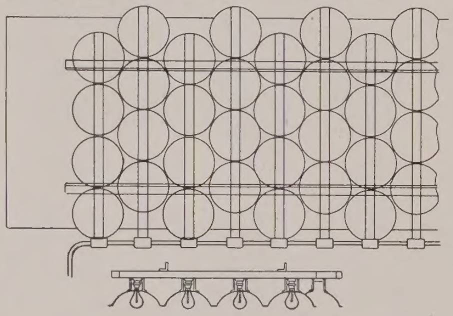
EXTREMELY portable and low in cost, Guth ALZAK Aluminum reflector equipment for Radiant Energy Drying produces a quicker, better and more uniform baking and drying of high-baked enamels and lacquers. Also successfully used for drying of moisture and fibreboards, inks, photographic film, blueprints, latex, glue, paper, resins, food products and plastics, and many other substances. Livestock has favorably reacted under radiant heat.

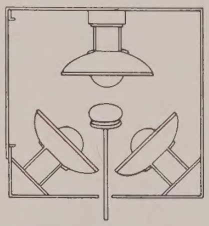
Guth GOLD ALZAK Aluminum is a most efficient practical reflector equipment for radiant drying, exceeding 90% reflecting efficiency in the 12,000 to 20,000 angstrom wave length or infra-red range. The GOLD-YELLOW color of Guth ALZAK reflectors decreases luminous output and increases infra-red reflection.

Guth ALZAK is not a soft electroplated finish so does not scratch easily; is safely and readily cleaned; and is a tougher reflector.

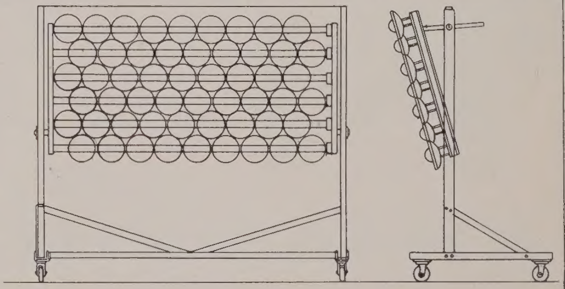
Guth ALZAK reflectors are designed to meet various conditions, see following page.

SUGGESTED ARRANGEMENTS OF GUTH "RED" EQUIPMENT

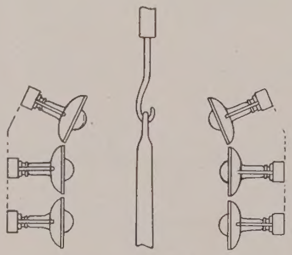




Above and below, Guth reflector-channel assemblies arranged for specific conveyor conditions.



Guth "RED" (Radiant Energy Drying) equipment is flexible, portable. To meet varying drying problems it can be easily dismantled and formed into newly required arrangements. Above is illustrated a series of reflector-channel assemblies "tied" together with simple angle frames. Notice, reflectors are staggered to avoid "spotting" of heat.



Large portable reflector-channel assembly. Specially arranged equipment listed hereon will be quoted on request complete with reflectors. Guth "Snap-On" reflector straps allow removal of reflectors for cleaning. No screws, no bushings, etc.—just "Snap-Off"—clean—"Snap-On."

Data on Radiant Drying: To assist in working out individual problems the following generalities may prove helpful.

Temperatures between 400° and 500° Fahrenheit are attained. Higher temperatures have been attained in the laboratories.

The base metal and thickness of metal will affect results. A piece of 24-gauge enamelled metal should dry quicker than a 20-gauge piece. A rough surface heats faster than a smooth surface.

Reflectors should be mounted between 6 inches and 24 inches from the work; produce fairly smooth beams of radiant energy.

Provide means for varying treatment if different products are involved, by switching, such as turning off alternate lamps, or varying conveyor speeds. When conveyor is used, lack of heat uniformity is less important than when they are stationary.

Constituents in the enamel definitely affect results. PIGMENTS that hold their density are good whereas vegetable toners may cause discoloration. Linseed oil is not considered a good VEHICLE; tungoil and soy bean oil are best. Most synthetic RESINS are satisfactory. THINNER or PLASTICIZERS make little difference. DRIER in larger quantities is good as radiant heat penetrates, dries uniformly, and does not cause caking on top.

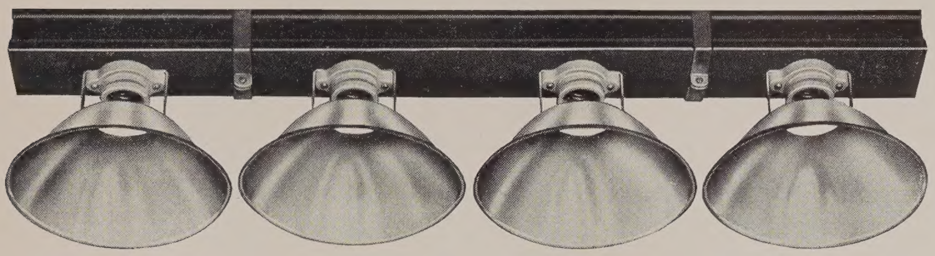
Some colors require more heat than others. Under identical conditions the following colors attained temperatures as shown in a 10-minute application.

Aluminum	— 236 deg. F.
White	— 297 deg. F.
Red	— 329 deg. F.
Yellow	— 347 deg. F.
French Gray	— 414 deg. F.
Blue Gray	— 425 deg. F.
Black	— 464 deg. F.

REFLECTORS FOR RADIANT DRYING

Individual or Trough Reflectors . . . Reflectors "Snap Off" —then— "Snap On"

Genuine GOLD ALZAK *Aluminum*



● Reflector Channel Assembly

Channel No.	Channel Length	RED11 11½″ Dia.	RED21 11½″ Dia.	RED51 7½″ Dia.	RED26 7½″ Dia.
RED1	30″	**$16.00**	**$15.00**	**$16.00**	**$15.00**
RED2	60″	**28.00**	**25.00**	**31.00**	**28.00**
RED3	120″	**60.00**	**54.00**	**60.00**	**53.00**

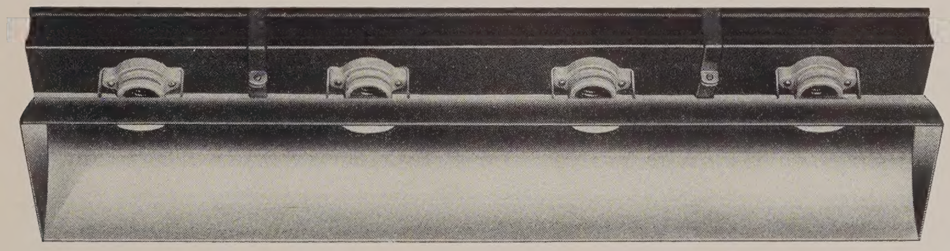
● Individual Units

Refl. No.	Refl. Dia.	Type	List Price	Std. Pkg.
RED11	11½″	Parallel	**$5.50**	5
RED21	11½″	Spread	**4.75**	5
RED51	7½″	Parallel	**4.75**	10
RED26	7½″	Spread	**3.90**	10

NOTES: When ordering above units, specify channel number, channel length, type reflectors, and type drying lamp intended for use. Prices on reflector-channel assemblies include channel with ends, porcelain sockets (Underwriters' Approved), reflector straps for G. E. PS-30 Drying Lamp, and reflectors made of heavy gauge, selected grade aluminum finished genuine ALZAK. All 30-inch channels are furnished complete with four (4) 7½-inch reflectors or three (3) 11½-inch reflectors; all 60-inch channels furnished complete with eight (8) 7½-inch or five (5) 11½-inch reflectors; all 120-inch reflectors furnished complete with sixteen (16) 7½-inch or eleven (11) 11½-inch reflectors. Individual units listed to the left are furnished mounted on outlet box with porcelain socket and reflector straps for G. E. PS-30 Drying Bulb. For less than standard package quantities of the individual units listed, please add 10% to list prices. Special spring steel reflector straps allow removal of reflectors for cleaning without use of screwdriver or other tools. Just snap-off, then snap-on.

Reflector straps for other type drying lamps will be supplied when specified with order, at no extra charge.

Wire or lamps not included in above prices.



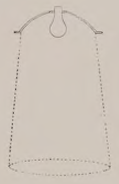
**● Trough Channel Assembly
With Ends To Hold Efficient Shape**

Cat. No.	O. A. Lgth.	O. A. Width	O. A. Hght.	No. of Sockets	Socket Centers	List Price
RED60	30″	8″	9″	4	7½″	**$16.00**
RED61	60″	8″	9″	8	7½″	**32.00**
RED62	120″	8″	9″	16	7½″	**60.00**

NOTES: Prices include channel, porcelain sockets (Underwriters' Approved) reflector straps for G. E. PS-30 Drying Bulbs and Trough Reflector. Reflector is made of heavy gauge aluminum finished genuine ALZAK. Ends on troughs reinforce and retain efficient designed shape. Troughs are made in standard 30-inch lengths. For each 30-inch length there are four sockets. Wire or lamps for above not included in above prices.

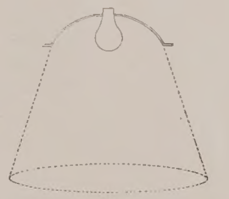
IMPORTANT

Due to the experimental nature of the radiant energy drying process, and the enormous amount of interest and prospects involved, it has become necessary that equipment listed on this page be shipped on regular billing only. Equipment on this page is not returnable.



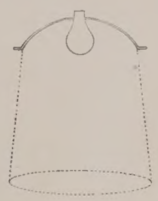
● Red11 and 51

Parallel beam reflectors. Most widely used for all applications and ideal for baking of paints and enamels. Produce beams about 1 inch larger diameter than reflector sizes, 12 inches away from reflector.



● Red21 and 26

Spread beam type for very diffused heat rays. Recommended where intenseness of beam is secondary to diffusion, for instance in drying of furs, and some textiles.



● Trough Type

Designed to produce parallel beam (similar to RED 11 and 51 above) and more even lateral distribution of heat. Recommended for most applications particularly drying and baking of enamels and lacquers.

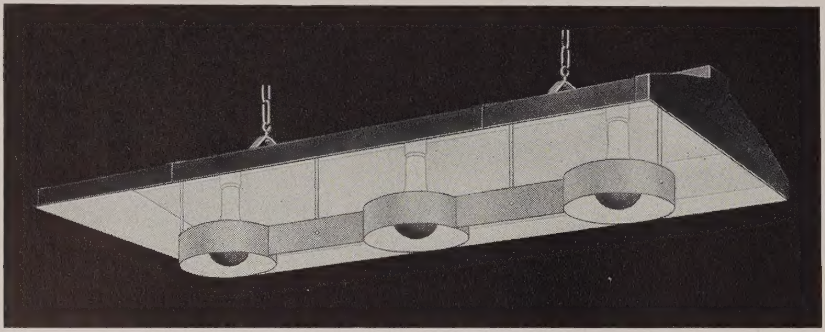
PAINT AND VAPORS EASILY AND SAFELY REMOVED BY THINNER

Guth "Snap-On" reflectors (no tools required) permit easy cleaning.

The genuine ALZAK reflecting surface should be cleaned regularly to maintain high efficiency and assure maximum life of reflectors. To clean the ALZAK surface of paint and paint fumes, we suggest using ordinary paint THINNER which removes these substances quickly and safely. Do not use strong lyes or cleaners with a caustic base. If mild alkalis or soap are used, rinse the surface well with fresh water. Guth ALZAK reflectors have been immersed in THINNER under test for a 30-day period with no depreciable results.

BENCHLITE

Indirect Lighting for Factory Inspections, Assemblies, Printing Plants, Etc.



BENCHLITE, a complete industrial indirect-lighting unit provides excellent diffusion of light with uniformity of distribution and absence of glare. Shadows, contrasts, and reflected annoyances are eliminated. Lighting intensities are high. Engineering data upon request.

BENCHLITES are available for use with Silver-Bowl or standard Mazda lamps. When Mazda lamp units are ordered, separate ALZAK reflectors are furnished to direct light to the hooded-ceiling.

BENCHLITE is built to last; it is rugged in all details. The hooded-ceiling of 18-gauge steel reinforced with steel straps, is finished egg-shell white, baked on via Radiant Energy. The lamp shields around each lamp are of steel and finished gray enamel. Wire channel of 20-gauge steel is placed on top of the hooded ceiling.

BENCHLITES are made in two standard lengths; eight-feet and five-feet. These standard lengths can be coupled together (when specified with order) into continuous lengths.

Cat. No.	Type Lamp	Maxi. Watt.	No. of Lights	O. A. Lgth.	O. A. Hgt.	O. A. Width	List Price	Std. Pkg.
AAA190	Silver Bowl	600	3	8′	17″	30″	**$75.00**	1
AAA191	Silver Bowl	400	2	5′	17″	30″	**55.00**	1
AAA195	Std. Mazda	600	3	8′	17″	30″	**78.00**	1
AAA196	Std. Mazda	400	2	5′	17″	30″	**57.00**	1

Note: Ends are not included in above prices. If desired, please add $5.75 for each end. Lamps and wire not included in above prices.

INDEX — SECTION D, CATALOG No. 35

Note: Section D is subject to terms and conditions described in foreword of Cat. 35.

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AAA06	D-3	A-1	AAA74	D-6	A-1	R314-R325	D-8	B
AAA07	D-3	A-1	AAA75	D-6	A-1	K1143	D-8	A-2
AAA08	D-3	A-1	AAA76	D-6	A-1	K1144	D-8	A-2
AAA09	D-3	A-1	AAA77	D-6	A-1	G3676	D-8	B
AAA10	D-3	A-1	AAA78	D-6	A-1	G3677	D-8	B
RED11	D-11	A-2	AAA80	D-4	A-2	G3678	D-8	B
RED16	D-11	A-2	AAA81	D-4	A-2	G3679	D-8	B
RED21	D-11	A-2	AAA85	D-4	A-2	G3680	D-8	B
RED26	D-11	A-2	AAA86	D-4	A-2	G3681	D-8	B
AAA40	D-4	A-1	AAA90	D-5	A-2	G3682	D-8	B
AAA41	D-4	A-1	AAA91-92	D-5	A-2	R5787	D-7	A-2
AAA42	D-4	A-1	AAA93	D-5	A-2	R5898	D-7	A-2
AAA43	D-7	A-2	AAA94-95	D-5	A-2	R5986	D-6	A-2
AAA44	D-7	A-2	AAA175-188	D-9	A-2	R5987	D-6	A-2
RED51	D-11	A-2	AAA190-193	D-12	B	R6646	D-7	C
RED60	D-11	B	R200	D-8	B	R6647	D-7	C

DELIVERY SCHEDULE: A1 means 48 hours shipping; A2 is 1 week; B is 2 weeks; C is 3 to 4 weeks.

Reflectors not listed in this catalog have been discontinued—9-39.

A NATIONAL ORGANIZATION RENDERING A NATIONAL LIGHTING SERVICE

GUTH

Fluorescent Lighting

SECTION E-2   CATALOG No. 35

FLUORESCENT LIGHTING
A. I. A. File 31 F2

The
EDWIN F. GUTH COMPANY

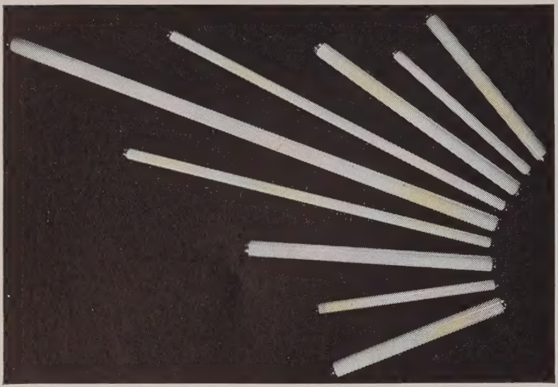
2615 WASHINGTON BLVD. ST. LOUIS, MO.

★ ★ *Progressive Development in the Lighting Art Since 1902* ★ ★

nted in U. S. A.

Guth FLUOFLECTORS FOR FLUORESCENT LAMPS

Introductory Remarks Concerning the Lamp and Its Ballast
Best Results with ALZAK *Reflecting Surfaces*



●The FLUORESCENT LAMP FAMILY
18″, 24″, 36″ and 48″ Lengths, and 8 Colors

THE Edwin F. Guth Company, Leaders of Lighting since 1902, presents herewith a quality line of equipment for use with the new Fluorescent Mazda Lamp.

Fluorescent lamps are tubular in shape, vary from 18 inches to 48 inches in length, and are of two diameters, 1 inch and 1½ inches. The 18-inch, 24-inch and 36-inch are available in five different colors, also in Daylight and two shades of White. The 48-inch lamp is available in White or Daylight.

Fluorescent Lamps

Wattage	Lamp Length	Lamp Diameter
15-Watt	18″	1″
15-Watt	18″	1½″
20-Watt	24″	1½″
30-Watt	36″	1″
40-Watt	48″	1½″

AUXILIARY REQUIRED: Fluorescent lamps are essentially arc lamps and therefore require control equipment. This control equipment heats the two cathodes of the lamp, produces an inductive "kick" between the cathodes, which strikes the arc, and the Fluorescent lamp then delivers light. Fluorescent lamps operate on A. C. current with standard control equipment; they operate on D. C. circuit only with converters.

EQUIPMENT FURNISHED: Prices listed in this catalog include Thermal Switch Type Auxiliaries for 110-volt, 60-cycle A. C., unless specified otherwise. Listed separately in this catalog, are deductions allowable where purchaser desires to furnish his own auxiliaries and wiring. Also, where 220-240 volt A. C. is available allowance is noted for proper auxiliaries (30 and 40-watt lamps only).

GENERALITIES: Power-factor is of prime consideration in several localities and where power-factors listed below do not meet requirements, special prices will be quoted on other equipment. Where stroboscopic effect of the Fluorescent lamp is a consideration, special wiring of the auxiliaries can be arranged to minimize this phenomenon. Prices upon request.

When auxiliaries are supplied by the Guth Company, we pass to the customer the same guarantee that the auxiliary manufacturers offer, namely, that the auxiliaries will be replaced in a specified time, F. O. B. our factory.

Auxiliary Manufacturer's List Prices

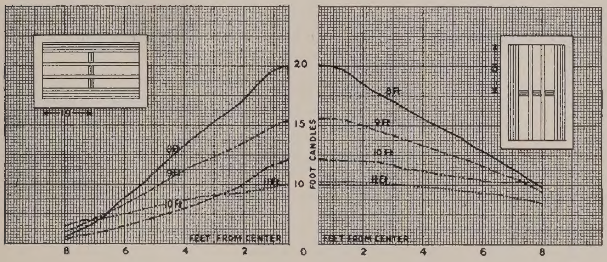
For 60-cycle A. C. auxiliaries are as follows (Guth discounts do not apply to these prices):

		Thermal Type		Magnetic Switch Type	
Lamp Watts	Circuit Voltage	Net Price	Approx. Pr. Fac.	Net Price	Approx. Pr. Fac.
15	110–125	**$1.30**	50	**$2.50**	50
20	110–125	**1.30**	50	**2.50**	50
30	110–125	**3.00**	55	——	—
30	220–250	**1.80**	50	**3.00**	50
30	199–216	**1.80**	50	**3.00**	50
40	110–125	**3.50**	60	——	—
40	220–250	**2.25**	50	**4.00**	50
40	199–216	**2.25**	50	**4.00**	50

NEW FLUORESCENT GUTH-GLO FLUOFLECTORS

Diffused Eye-Ease Illumination With Fluorescent Lamps
Genuine ALZAK *Reflectors*

GRACEFULLY fluted ALZAK reflectors appearing as series of "glass bars" provide practical illumination with the new Fluorescent lamp. The new GUTH-GLO Fluoflector produces quality lighting; glare element of the bare Fluorescent lamp is diffused by glass half-cylinders or ALZAK half-cylinders. GUTH-GLO Fluoflector is available in Surface, and Wall and Ceiling Recessed types.

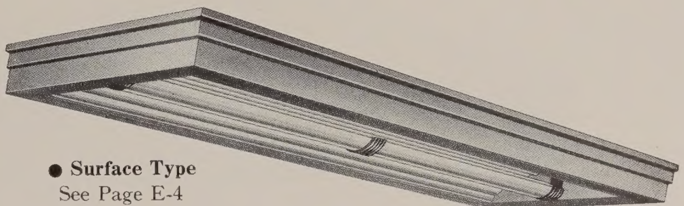


Graphic illustration of actual lighting results under Guth M-1360 Surface Type Guth-Glo FLUOFLECTOR, with 3-30 watt Daylight Fluorescent Lamps. Readings above are 9/10 of readings of the Light-Meter to satisfy color sensitivity factor.

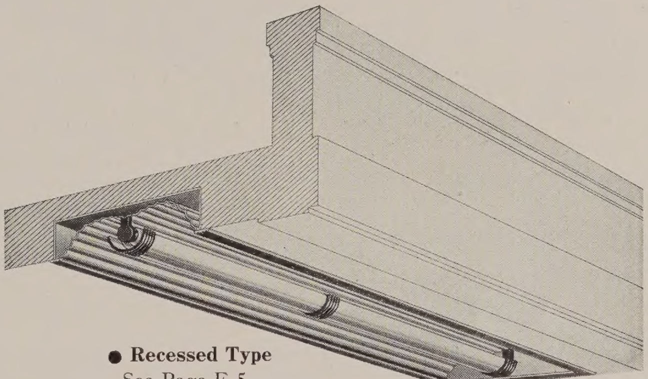
Uniform illumination results from well-designed reflectors. A portion of the lamp-light is transmitted directly thru the diffusing glass cylinders. Balance of light illuminates the fluted bands evenly and is redirected to the area to be lighted. The translucent or opalescent effect display by the illuminated flutes is exceedingly attractive. The design of GUTH-GLO Fluoflectors carries out Modern treatment in its elongated fluted appearance as well as being apropos to the long tube Fluorescent lamp.

GUTH-GLO Fluoflectors are well-constructed of heavy-gauge materials throughout. The inside fluted reflectors are made of a selected-grade aluminum. On the Surface type units, the reflector cover is brass with an extruded brass frame. Glass holders are also extruded brass to harmonize with frame. Recessed wall and frieze types have rust-proofed steel recessed boxes with ALZAK reflectors and extruded brass frames.

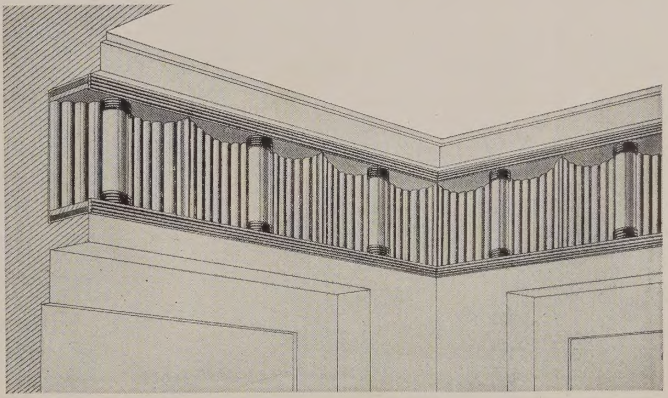
GUTH-GLO Fluoflectors are used in entrances with very effective results. Complete designing service at your disposal.



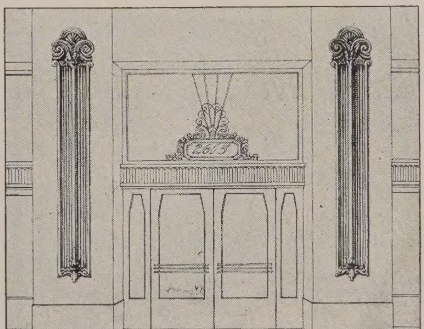
● **Surface Type**
See Page E-4



● **Recessed Type**
See Page E-5



● **Recessed or Frieze In Wall** — See Page E-5

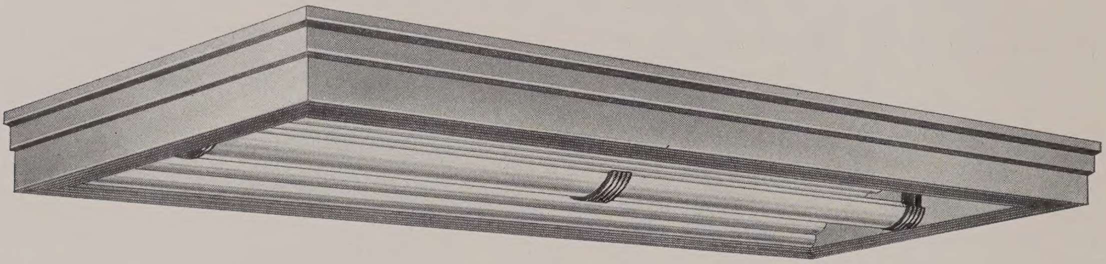


● **Exterior Fluorescent GUTHGLO** — Please Write for Information

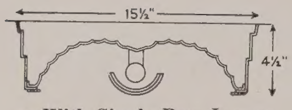
FLUORESCENT LIGHTING
A. I. A. File 31 F2

SURFACE-TYPE GUTH-GLO FLUOFLECTORS

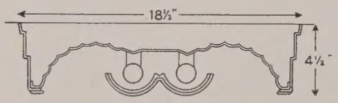
Unit or Continuous Lengths . . . For 18", 24", 36" and 48" Lamps
Genuine ALZAK *Reflectors*



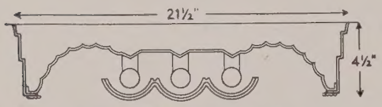
● **Surface Type GUTH-GLO Fluoflector**



● **With Single Row Lamps**



● **With Double Row Lamps**



● **With Triple Row Lamps**

Less Auxiliaries and Wiring:

GUTH-GLO Fluoflectors listed on Pages E-4 and E-5 include Thermal Switch Type Auxiliaries for 110-volt, 60-cycle, A. C. operation. Fixtures are wired and assembled as far as possible for safe transportation. Prices do not include lamps. If above mentioned fixtures are desired less auxiliaries and wiring, deduct from fixture prices listed on Pages E-4 and E-5, the following list prices.

For each 15-watt Auxiliary, deduct....................	$ 5.50
For each 20-watt Auxiliary, deduct....................	5.50
For each 30-watt Auxiliary, deduct....................	10.00
For each 40-watt Auxiliary, deduct....................	11.00

If 220-240 volt, 60-cycle A. C. is available for 30-watt or 40-watt lamps, please specify with order and proper auxiliaries will be supplied. For each 30 or 40-watt, 220-volt, 60-cycle, A. C. auxiliary furnished in lieu of 110-volt auxiliaries, deduct $3.00 from fixture list prices.

For other type auxiliaries, please write for special prices.

GUTH-GLO FLUOFLECTORS for close ceiling mounting are exquisite luminaires and produce excellent lighting results. Exterior is made of brass and finished any standard Guth electroplated finish. Inner reflector is fluted aluminum, richly finished, and made permanent and efficient for best lighting results via ALZAK. Fluorescent lamps are diffused with C. R. I. glass or opaque ALZAK half cylinders (glass is furnished unless ALZAK is specified). GUTH-GLO FLUOFLECTORS deliver efficient Fluorescent light of a highly refined quality.

● **Surface Type — Single Row of Lamps**

Cat. No.	Size Lamp	Unit Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1350	18"	19"	**$60.00**	**$49.00**	18"	6
M1351	24"	25"	**75.00**	**63.00**	24"	8
M1352	36"	37"	**105.50**	**94.00**	36"	6
M1353	48"	49"	**135.50**	**124.00**	48"	8

Prices include Thermal Switch Type Auxiliaries for 110-volt, 60-cycle A. C., and wired.

● **Surface Type — Double Row of Lamps**

Cat. No.	Size Lamp	Unit Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1354	18"	19"	**$72.00**	**$60.00**	18"	6
M1355	24"	25"	**87.00**	**75.00**	24"	8
M1356	36"	37"	**126.50**	**114.00**	36"	6
M1357	48"	49"	**159.00**	**135.00**	48"	8

Prices include Thermal Switch Type Auxiliaries for 110-volt, 60-cycle A. C., and wired.

● **Surface Type — Triple Row of Lamps**

Cat. No.	Size Lamp	Unit Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1358	18"	19"	**$92.00**	**$74.00**	18"	6
M1359	24"	25"	**107.50**	**90.75**	24"	8
M1360	36"	37"	**146.50**	**135.00**	36"	6
M1361	48"	49"	**184.50**	**168.00**	48"	8

Prices include Thermal Switch Type Auxiliaries for 110-volt, 60-cycle A. C., and wired.

NOTES: When ordering specify catalog number; also quantity and size of lamp intended to be used and the overall length of the fixture. If quantities less than standard are required, please add 20% to list prices. Above units regularly supplied with Diffusing Glass half cylinders for semi-direct lighting. If semi-indirect lighting is desired please specify with order; same will be furnished at no extra charge. (ALZAK Aluminum cylinders are substituted in place of glass.)

STANDARD FINISHES: Reflecting surface is genuine ALZAK Aluminum with Satin effect. Exterior of fixture is finished Satin Cadmium electroplated on Brass and Extruded Brass. Statuary Bronze electroplated finish will be supplied at no extra charge if specified with order. Special finishes can be obtained; prices upon request.

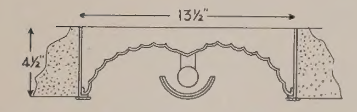
SPECIAL SIZES: In case special lengths are required to fill out ceiling areas, add $2.50 per inch or fraction thereof.

MITRED CORNERS: At $25.00 list each.

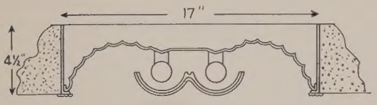
AUXILIARIES: Above prices include wiring and auxiliaries. For units less auxiliaries and wiring see deductions to left.

RECESSED GUTH-GLO FLUOFLECTORS

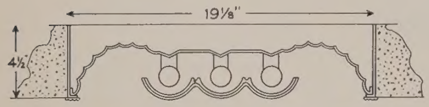
Series of "Glass Bars" Recessed Into Walls or Ceiling . . . All Lengths
Genuine ALZAK *Reflector*



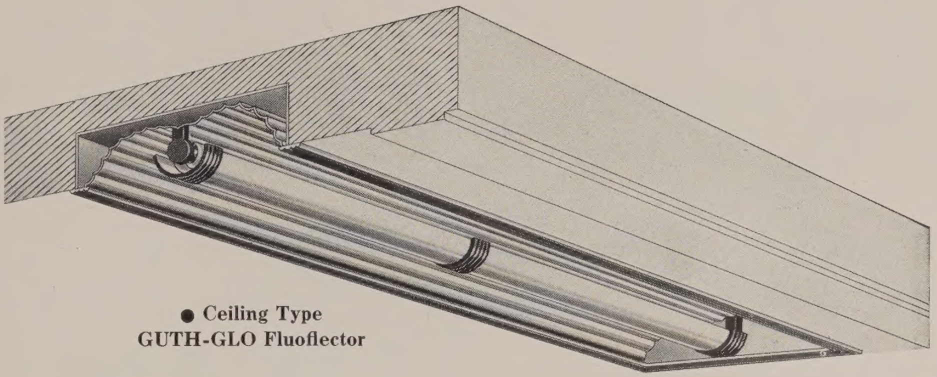
● **Ceiling Type — Single Row Lamps**



● **Ceiling Type — Double Row Lamps**



● **Ceiling Type — Triple Row Lamps**



● **Ceiling Type**
GUTH-GLO Fluoflector

RECESSED GUTH-GLO Fluoflectors for ceiling and wall flush-mounting, are of similar construction as Surface Units except that on ceiling types, flutes in reflectors run parallel with length, and in wall types, they run perpendicular to length. Genuine ALZAK reflectors finished Satin Aluminum. Extruded frame finished Polished Aluminum; other finishes available. Rust-proofed 20-gauge steel recessed box. Frosted glass half-cylinders supplied regularly. Can be made in special lengths and with mitred corners. Prices on this page include auxiliaries and wiring. See preceding page for deductions when auxiliaries are not desired with fixtures. Specify overall fixture length and number of lamps intended to be used. If quantities less than standard packages are desired please add 20% to list prices.

● **Ceiling Recessed — for Single Row of Lamps**

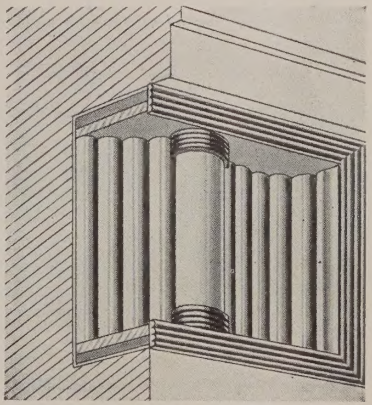
Cat. No.	Size Lamp	Rec. Box Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1362	18"	18½"	**$51.00**	**$40.50**	18"	6
M1363	24"	24½"	**61.00**	**50.00**	24"	8
M1364	36"	36½"	**86.50**	**80.00**	36"	6
M1365	48"	48½"	**111.50**	**101.00**	48"	8

● **Ceiling Recessed — for Double Row of Lamps**

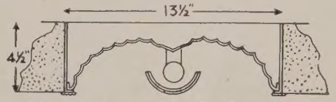
Cat. No.	Size Lamp	Rec. Box Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1366	18"	18½"	**$59.00**	**$51.00**	18"	6
M1367	24"	24½"	**72.00**	**61.00**	24"	8
M1368	36"	36½"	**101.50**	**93.00**	36"	6
M1369	48"	48½"	**128.50**	**121.00**	48"	8

● **Ceiling Recessed — for Triple Row of Lamps**

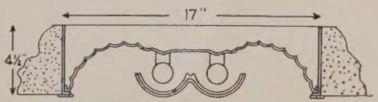
Cat. No.	Size Lamp	Rec. Box Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1370	18"	18½"	**$72.50**	**$62.75**	18"	6
M1371	24"	24½"	**87.25**	**75.75**	24"	8
M1372	36"	36½"	**124.50**	**115.00**	36"	6
M1373	48"	48½"	**154.50**	**143.00**	48"	8



● **Wall or Frieze Type**
GUTH-GLO Fluoflector



● **Wall Type — Single Row Lamps**



● **Wall Type — Double Row Lamps**

WALL OR FRIEZE RECESSED

● **Wall Type Recessed — for Single Row of Lamps**

Cat. No.	Size Lamp	Box Hght.	List Price	Add. for Each Extra Lamp Lgth. Price	Width	Std. Pkg. In Ft.
M1374	18"	18½"	**$52.00**	**$45.50**	13½"	6
M1375	24"	24½"	**60.75**	**53.25**	13½"	8

● **Wall Type Recessed — for Double Row of Lamps**

Cat. No.	Size Lamp	Box Hght.	List Price	Add. for Each Extra Lamp Lgth. Price	Width	Std. Pkg. In Ft.
M1376	18"	18½"	**$60.50**	**$55.50**	17"	6
M1377	24"	24½"	**72.00**	**65.50**	17"	8

FLUORESCENT LIGHTING
A. I. A. File 31 F2

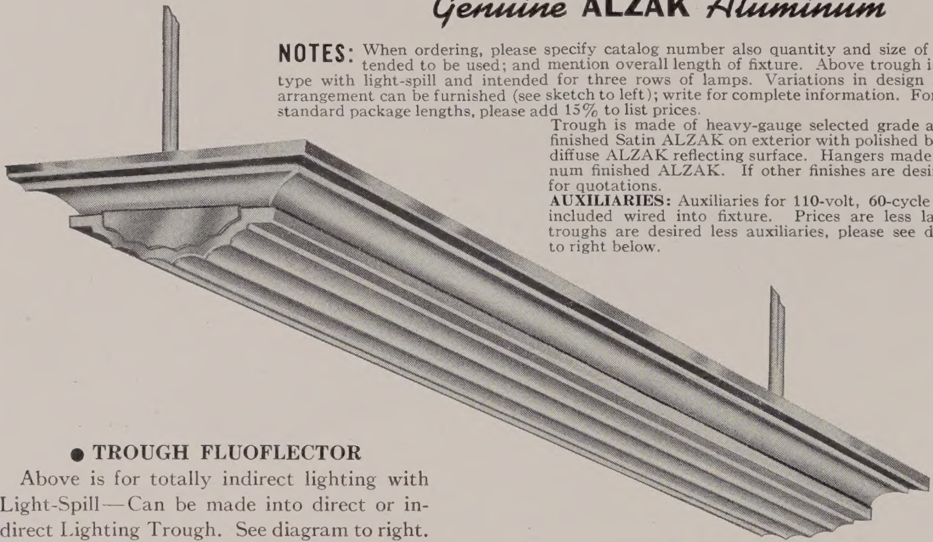
Guth TROUGH FLUOFLECTORS

Indirect With Light-Spill . . . Can Be Obtained for Direct-Indirect Lighting
Genuine ALZAK *Aluminum*

NOTES: When ordering, please specify catalog number also quantity and size of lamps intended to be used; and mention overall length of fixture. Above trough is indirect-type with light-spill and intended for three rows of lamps. Variations in design and lamp arrangement can be furnished (see sketch to left); write for complete information. For less than standard package lengths, please add 15% to list prices.

Trough is made of heavy-gauge selected grade aluminum, finished Satin ALZAK on exterior with polished bands, and diffuse ALZAK reflecting surface. Hangers made of aluminum finished ALZAK. If other finishes are desired, write for quotations.

AUXILIARIES: Auxiliaries for 110-volt, 60-cycle A. C. are included wired into fixture. Prices are less lamps. If troughs are desired less auxiliaries, please see deductions to right below.

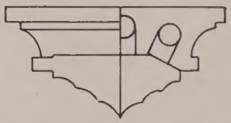


● TROUGH FLUOFLECTOR

Above is for totally indirect lighting with Light-Spill—Can be made into direct or indirect Lighting Trough. See diagram to right.

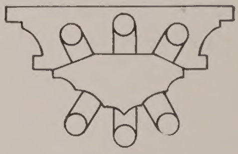
Cat. No.	Lamps Used	Fixture Lgth.	Extends from Ceiling	Width O. A.	List Price	Add for Each Extra Lgth. Price	Add for Each Extra Lgth. Lgth.	Shg. Wt. Per Ft.	Std. Pkg. In Ft.
M1402	3-24″	32″	36″	11″	**$55.00**	**$43.00**	24″	9 lbs.	8
M1403	3-36″	44″	36″	11″	**75.00**	**65.00**	36″	9 lbs.	11
M1404	3-48″	56″	36″	11″	**88.00**	**75.00**	48″	9 lbs.	9

Prices include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries, and wired.



● Cross-Section

Showing diagram of trough fixtures as quoted to left. Standard with sockets for 3 rows of Indirect-type Fluorescent Lighting.

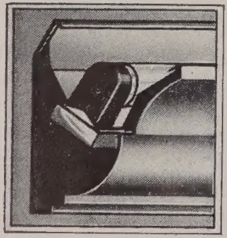


● Variations

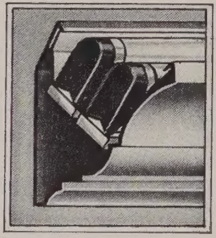
Same trough design is available with arrangements for Direct and Direct-Indirect forms of lighting as well as the Indirect form as quoted. Either 1, 2 or 3 rows of upward or/and downward lighting can be accommodated.

Guth COVE-TYPE FLUOFLECTORS

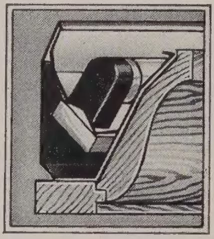
For Concealed or Exposed Mounting . . . One or Two Rows of Lamps
Reflectors ALZAK *Aluminum*



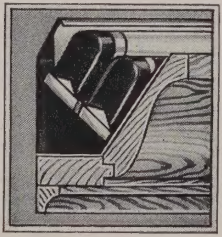
● No. M1410
Exposed Type



● No. M1411
Exposed Type



● No. M1412
Concealed Type



● No. M1413
Concealed Type

Cat. No.	Height O. A.	Width O. A.	List Prices Per Foot 18″ Lamp	24″ Lamp	36″ Lamp	48″ Lamp	Shg. Wt. Per Ft.
M1410	$4\frac{5}{16}$″	$4\frac{1}{4}$″	**$11.00**	**$ 9.25**	**$ 8.60**	**$ 7.00**	6 lbs.
M1411	$5\frac{3}{8}$″	$5\frac{1}{4}$″	**16.80**	**13.75**	**14.00**	**13.00**	7 lbs.
M1412	$3\frac{3}{4}$″	$4\frac{1}{8}$″	**10.50**	**8.50**	**7.85**	**6.75**	5 lbs.
M1413	$4\frac{1}{4}$″	$5\frac{1}{8}$″	**15.75**	**13.00**	**13.50**	**11.50**	6 lbs.
Standard Package in Feet			12 Ft.	16 Ft.	12 Ft.	16 Ft.	

Prices include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries, and wired.

NOTES: When ordering, please specify catalog number, length lamp intended to be used, and overall length required. Inner reflector formed of aluminum finished ALZAK the non-tarnishing and efficient finish. The steel cover for exposed types can be had in any lacquer finish desired. Unless specified differently, will be supplied in Statuary Bronze. Concealed type steel covers are Udylite finished for rust protection. For less than standard package lengths, please add 15% to list prices.

MITRED CORNERS: At $6.00 for exposed types and $4.00 for concealed types.

AUXILIARIES: Auxiliaries for 110-volt, 60-cycle, A. C. are included in above prices. Auxiliary included for each set of sockets. If Coves are desired less auxiliaries, see deductions to right.

LESS WIRING AND AUXILIARIES

Trough and Cove Type FLUOFLECTORS can be obtained less auxiliaries and wiring if desired. Deduct from above list prices:

For each 15-watt Auxiliary, deduct	**$ 5.50**
For each 20-watt Auxiliary, deduct	**$ 5.50**
For each 30-watt Auxiliary, deduct	**$10.00**
For each 40-watt Auxiliary, deduct	**$11.00**

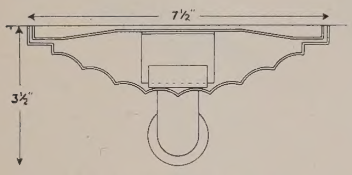
If 220-240 volt, 60-cycle A. C. is available for 30-watt or 40-watt lamps, please specify with order and proper auxiliaries will be supplied. For each 30 or 40-watt, 220-volt, 60-cycle, A. C. auxiliary furnished in lieu of 110-volt auxiliaries, deduct $3.00 from fixture list prices.

For other type auxiliaries, please write for special prices.

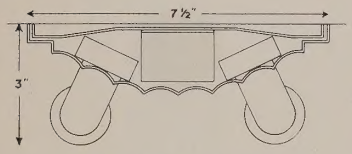
FLUTED FLUOFLECTORS

For Ceiling and Bracket Use . . . Cast Ends . . . Fluting Harmonizes with Lamp

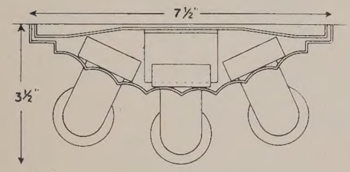
Genuine ALZAK *Aluminum*



● **Single Row Lamps**

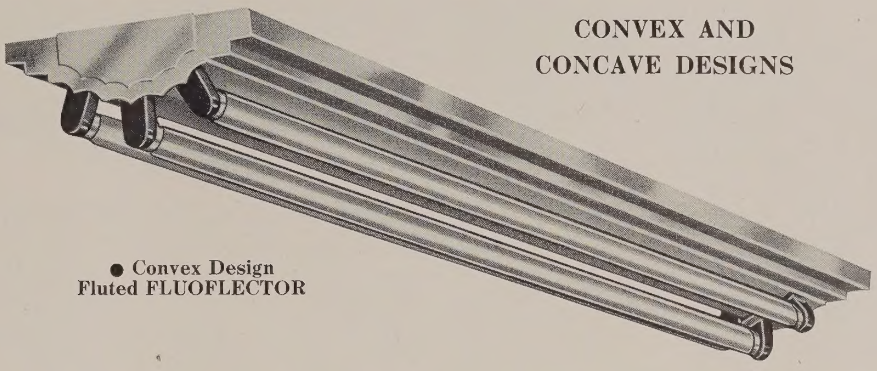


● **Double Row Lamps**

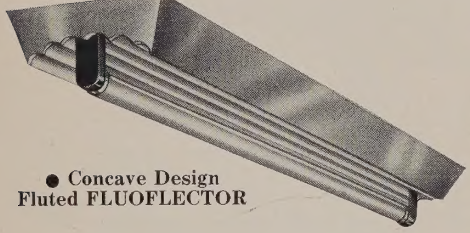


● **Triple Row Lamps**

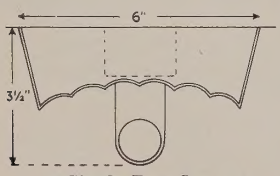
CONVEX AND CONCAVE DESIGNS



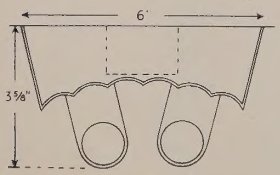
● **Convex Design Fluted FLUOFLECTOR**



● **Concave Design Fluted FLUOFLECTOR**



● **Single Row Lamps**



● **Double Row of Lamps**

FLUTED FLUOFLECTORS of convex or concave design are attractive and in harmony with elongated design of the Fluorescent lamp. When illuminated, flutes appear as series of glass bars.

FLUOFLECTORS are fabricated of heavy-gauge selected grade aluminum. They are finished rich Satin ALZAK Aluminum. Endplates are cast aluminum and processed ALZAK.

When ordering, please specify Catalog Number, also quantity and size of lamps intended to be used. Specify overall length of fixture. Mitred corners can be furnished; prices upon request. Width and extension dimensions are shown on cross-section to left. Prices listed on this page include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries, and wiring. If auxiliaries and wiring are not desired, please see deductions on preceding page. Please add 15% to list price for less than standard package.

CONVEX TYPES

● **Prices Include 110-Volt, 60-Cycle, A. C. Auxiliaries, Wired**

Convex Design — for Single Row of Lamps

Cat. No.	Size Lamp	Fixture Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1382	18″	19″	**$20.00**	**$15.00**	18″	6
M1383	24″	25″	**21.50**	**16.50**	24″	8
M1384	36″	37″	**28.50**	**23.50**	36″	6
M1385	48″	49″	**33.00**	**28.00**	48″	8

● Convex Design — for Double Row of Lamps

Cat. No.	Size Lamp	Fixture Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1386	18″	19″	**$26.00**	**$21.00**	18″	6
M1387	24″	25″	**27.50**	**22.50**	24″	8
M1388	36″	37″	**40.00**	**35.00**	36″	6
M1389	48″	49″	**44.50**	**39.00**	48″	8

● Convex Design — for Triple Row of Lamps

Cat. No.	Size Lamp	Fixture Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1390	18″	19″	**$32.50**	**$28.00**	18″	6
M1391	24″	25″	**34.00**	**29.50**	24″	8
M1392	36″	37″	**50.50**	**45.00**	36″	6
M1393	48″	49″	**57.00**	**52.00**	48″	8

CONCAVE TYPES

● **Prices Include 110-Volt, 60-Cycle, A. C. Auxiliaries, Wired**

● **Concave Design — for Single Row of Lamps**

Cat. No.	Lamp Size	O. A. Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1394	18″	19″	**$19.00**	**$14.00**	18″	6
M1395	24″	25″	**20.50**	**15.50**	24″	8
M1396	36″	37″	**27.50**	**23.00**	36″	6
M1397	48″	49″	**31.00**	**27.00**	48″	8

● Concave Design — for Double Row of Lamps

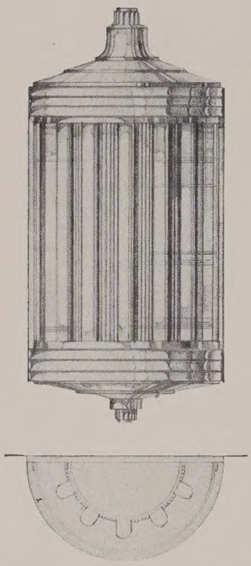
Cat. No.	Lamp Size	O. A. Lgth.	List Price	Add. for Each Extra Lamp Lgth. Price	Lamp	Std. Pkg. In Ft.
M1398	18″	19″	**$25.00**	**$19.00**	18″	6
M1399	24″	25″	**26.50**	**20.50**	24″	8
M1400	36″	37″	**39.00**	**32.00**	36″	6
M1401	48″	49″	**43.00**	**38.00**	48″	8

FLUORESCENT LIGHTING
A. I. A. File 31 F2

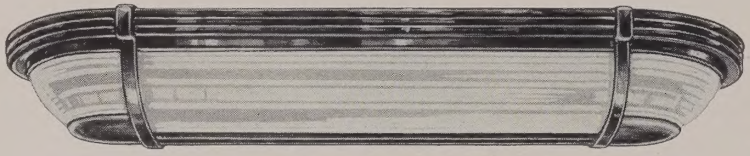
SPECIAL FLUOFLECTORS

Ceiling and Pendant Types . . . Exterior Bracket . . . Also Recessed Units

Genuine ALZAK *Reflectors*



● M1483



● **M1486 Fluoflector Series**

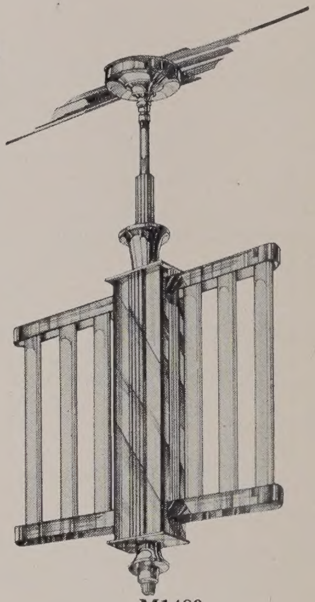
Illustrated above is Fluoflector for close ceiling or pendant mounting. Listed prices below include 110-volt, 60-cycle, A C. Thermal Switch Type Auxiliaries for 4 rows of lamps. Can also be furnished for 1, 2 or 3 rows of lamps. Efficient ALZAK reflectors. Glare element refined with White Flashed Glass Panels.

Cat. No.	Total Wattage	Lamp Size	Fixture Lgth.	O. A. Width	Ext.	List Price	Std. Pkg.
M1486	60	4-18″	30″	11¼″	6″	**$76.00**	4
M1487	80	4-24″	36″	11¼″	6″	**81.00**	4
M1488	120	4-36″	48″	11¼″	6″	**110.00**	4
M1489	160	4-48″	60″	11¼″	6″	**120.00**	4

Prices are less lamps but include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries and wiring. Exterior frame made of brass, finished electroplated Satin Aluminum. Separate inside reflector, genuine ALZAK. If fixtures are desired less wiring and auxiliaries, see Page E-6 for deductions. For aluminum stem, swivel and canopy mounting add $12.00 list to above prices for 36″ O. A. length. Add 15% to list prices for less than standard package.

FLUORESCENT BRACKET: To left is exterior bracket. Similar design available for lobby lantern. Bracket is made of sheet and extruded bronze, finished Outdoor Natural Bronze. Lamps are encased in clear crystal glass half-cylinder for efficient cold-weather operation. Fluted extruded background to lamps finished Satin Aluminum.

PENDANT LUMINAIRE: To right, interesting decorative effects for multi-colored Fluorescent lamps. Made of extruded and sheet brass, finished Natural Bronze and Satin Aluminum.



● M1480

Exterior Bracket (To Left)

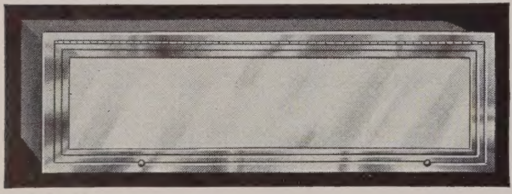
Cat. No.	Size Lamps	O. A. Hght.	O. A. Width	Extends	Price	Std. Pkg.
M1483	5-18″	32″	15″	8″	**$162.50**	2
M1484	5-24″	38″	15″	8″	**190.00**	2
M1485	5-36″	50″	15″	8″	**240.00**	2

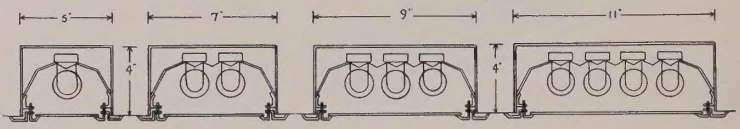
Pendant Luminaire (To Right)

Cat. No.	Size Lamps	O. A. Lgth.	O. A. Width	Price	Std. Pkg.
M1480	6-18″	42″	22″	**$100.00**	2
M1481	6-24″	48″	22″	**125.00**	2

RECESSED FLUOFLECTORS *. . . Glass Panelled*

With ALZAK *Reflectors*





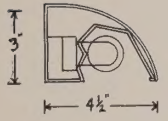
● **One Row** ● **Two Rows** ● **Three Rows** ● **Four Rows**

Recessed units for Fluorescent lamps with 20-gauge steel recess box, rustproofed. Knockouts in box. Genuine ALZAK reflector inside. Guth simple frame attachment to box facilitates installation. Plaster frames available; prices on request. Efficient White Flashed Opal Glass Panels. Hinges as long as frame are furnished. Frames are brass; electroplated Satin Cadmium standard. Prices quoted below are less lamps but include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries and wiring. See Page E-6 for deductions if fixtures are desired less auxiliaries and wiring. Please add 15% to list price for less than standard package.

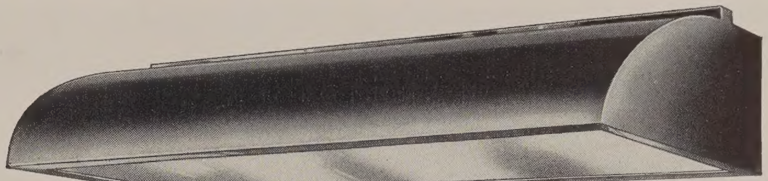
	Cat. No.	Rows Lamps	Unit Box Length	Frame Width	Frame Length	Price	Add for Each Extra Lamp Lgth. Price	No. Rows	Std. Pkg. In Ft.
For 18″ Lamps—	**M1520**	1	19″	6½″	20½″	**$27.50**	**$24.50**	1	6
	M1521	2	19″	8½″	20½″	**36.50**	**33.00**	2	6
	M1522	3	19″	10½″	20½″	**45.75**	**42.75**	3	6
	M1523	4	19″	12½″	20½″	**56.00**	**52.00**	4	6
For 24″ Lamps—	**M1525**	1	25″	6½″	26½″	**$30.50**	**$27.50**	1	8
	M1526	2	25″	8½″	26½″	**39.50**	**36.50**	2	8
	M1527	3	25″	10½″	26½″	**50.75**	**46.75**	3	8
	M1528	4	25″	12½″	26½″	**61.00**	**57.00**	4	8
For 36″ Lamps—	**M1530**	1	37″	6½″	38½″	**$40.00**	**$37.00**	1	6
	M1531	2	37″	8½″	38½″	**53.00**	**50.00**	2	6
	M1532	3	37″	10½″	38½″	**70.00**	**66.00**	3	6
	M1533	4	37″	12½″	38½″	**84.00**	**80.00**	4	6
For 48″ Lamps—	**M1535**	1	49″	6½″	50½″	**$47.00**	**$44.00**	1	8
	M1536	2	49″	8½″	50½″	**62.00**	**59.00**	2	8
	M1537	3	49″	10½″	50½″	**79.00**	**75.00**	3	8
	M1538	4	49″	12½″	50½″	**96.00**	**92.00**	4	8

Guth BANK SCREEN FLUOFLECTORS

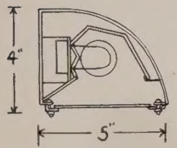
For 18", 24", 36" and 48" Lamps . . . Open and Diffusing Glass Types
Reflectors ALZAK *Aluminum*



● **Open Type**



● **Bank Screen Fluoflector — Available With Open or Diffusing Glass Bottom**



● **Diffusing Type**

BANK-SCREEN FLUOFLECTORS have genuine ALZAK reflectors correctly designed to deliver maximum light output. Available with open reflector or diffusing glass cover; latter type has removable frame for easy relamping. Made for all sizes of Fluorescent lamps. Auxiliary space in back of ALZAK reflector. Reflector cover made of brass or steel. Standard finishes can be obtained. Unless specified Guth Bank Bronze will be furnished; finish on brass is electroplated and finish on steel is lacquered. A levolier pull switch is supplied at right end of fixture. Standard package is 3 assorted units. For less than standard package add 15% to list prices. Prices below are less lamps but include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliary and wiring. If Bank Screen FLUOFLECTORS are desired less auxiliaries and wiring, see Page E-14 for deductions.

● **Bank-Screen Fluoflectors — Open Type**

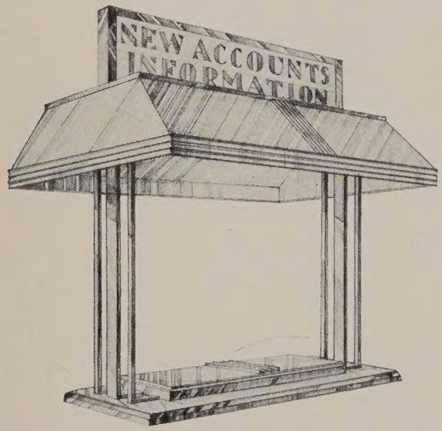
Made of Steel				Made of Brass			
Cat.No.	Lamp	O. A. Lgth.	Price	Cat.No.	Lamp	O. A. Lgth.	Price
M1490	18"	19"	**$18.00**	**M1495**	18"	19"	**$20.00**
M1491	24"	25"	**19.00**	**M1496**	24"	25"	**22.00**
M1492	36"	37"	**25.00**	**M1497**	36"	37"	**28.50**
M1493	48"	49"	**28.00**	**M1498**	48"	49"	**32.00**

Available in continuous lengths — Prices upon request.

● **Bank-Screen Fluoflectors — Diffusing Glass Type**

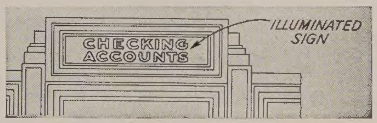
Made of Steel				Made of Brass			
Cat.No.	Lamp	O. A. Lgth.	Price	Cat.No.	Lamp	O. A. Lgth.	Price
M1500	18"	19"	**$23.00**	**M1505**	18"	19"	**$26.00**
M1501	24"	25"	**25.00**	**M1506**	24"	25"	**28.00**
M1502	36"	37"	**30.00**	**M1507**	36"	37"	**37.00**
M1503	48"	49"	**35.00**	**M1508**	48"	49"	**40.00**

Available in continuous lengths — Prices upon request.



● **No. M1521**

Guth CHECK-DESK LAMPS AND SIGNS



● **Signs With Lighting Unit**

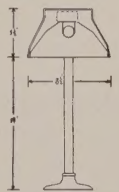
To left is illustrated specially designed Bank Check-Desk lamp with Gloss Black Glass sign with White letters atop. Signs and lamps will be built to your specifications. To right is illustrated sign above teller's window that is illuminated by special bank-screen reflector behind the screen. Data upon request. The Check-Desk sign to left lists at **$116.00** including 110-volt, 60-cycle, A. C. Thermal Auxiliaries and wiring. Is 36" high and 30" long. Made for 4-18" lamps.

Check Desk Lamp (To Right)

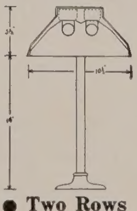
Cat. No.	Lamp	Made of	Rows	O. A. Lgth.	Price
M1510	36"	Steel	1	39"	**$45.00**
M1511	36"	Steel	2	39"	**60.00**
M1512	48"	Steel	1	50"	**49.00**
M1513	48"	Steel	2	50"	**64.00**
M1515	36"	Brass	1	39"	**60.00**
M1516	36"	Brass	2	39"	**80.00**
M1517	48"	Brass	1	50"	**71.00**
M1518	48"	Brass	2	50"	**92.00**

Can be furnished in continuous lengths — Prices upon request.

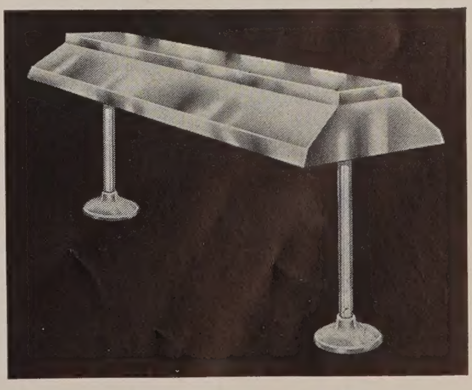
Furnished with efficient ALZAK reflector. Exterior made of brass or steel as denoted on table. Standard finishes can be obtained. Unless specified Guth Bank bronze will be furnished; electroplated on Brass and lacquered on Steel. Toggle switch furnished in base. Prices above are less lamps but include 110-volt, 60-cycle, A. C. Thermal Type Auxiliaries and wiring.



● **One Row**



● **Two Rows**

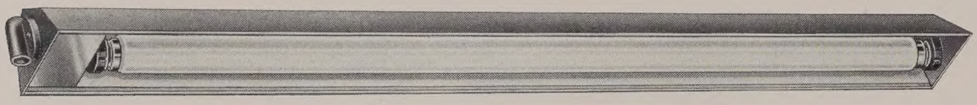


● **No. M1510**

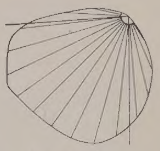
FLUORESCENT LIGHTING
A. I. A. File 31 F2

Guth SHOWCASE FLUOFLECTORS

Continuous and Single Units . . . Efficient Design . . . Rigid Construction
Genuine ALZAK *Reflectors*



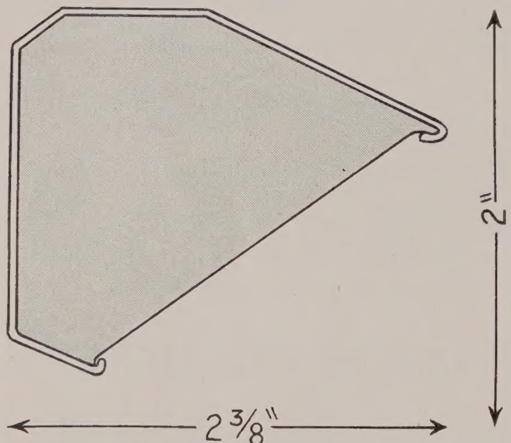
● **Showcase Fluoflector No. M-1309**



● **Light-Curve**

7 FLUOFLECTOR ADVANTAGES

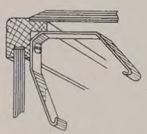
1. *More Efficient Modern Shape.*
2. *Effective Light-Coverage.*
3. *Light Directed Away from Lamp.*
4. *Easier to Install.*
5. *Ample Wiring Space.*
6. *Continuous Lengths.*
7. *ALZAK Quality at Low-Cost.*



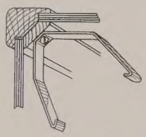
● **Full-Size Exterior**

● **Hangers, Tubing and Housings**

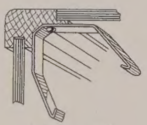
Various hangers available with Fluoflectors. Specify type when ordering.



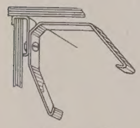
● **Type A**



● **Type B**

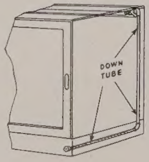


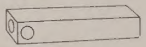
● **Type C**



● **Type D**

M-1323 Down Tube





Auxiliary Housings

The Auxiliary Housing shown above is complete with cover and knockouts. Available in four lengths.

Cat. No.	O. A. Lgth.	Price
M-1319	14"	**$1.50**
M-1320	24"	**1.75**
M-1321	34"	**2.30**
M-1322	46"	**2.75**

ONE of the finest applications for the amazing new Fluorescent Lamps with their "cold-light" characteristics, is show-case lighting. The new Guth Showcase Fluoflectors render complete light-coverage of the merchandise (see light-curve above).

The compactness of Guth Showcase Fluoflectors is particularly interesting when one considers the overall efficiency in light output. The scientifically designed inner reflector made of efficient ALZAK aluminum, directs the light emitted from the Fluorescent lamp away from the lamp, to the merchandise display. The denseness of the Fluorescent lamp does not permit light to pass through it; Guth Showcase Fluoflectors are designed to avoid this as much as possible and yet retain compactness.

Cat. No.	Fluorescent Lamps Length and Number 18" Size	36" Size	Fixture Size O. A.	Shg. Wt. Lbs.	List Price
M-1308	1	—	21"	6	**$10.00**
M-1309	—	1	39"	10	**13.00**
M-1310	2	—	39"	10	**16.00**
M-1311	1	1	57"	16	**20.00**
M-1312	3	—	57"	16	**22.00**
M-1313	—	2	75"	20	**25.00**
M-1314	4	—	78"	20	**30.00**
M-1315	1	2	90"	27	**30.00**
M-1316	5	—	96"	27	**36.00**
M-1317	—	3	112"	32	**36.00**
M-1318	6	—	114"	32	**44.00**

Note: Above prices are less lamps and auxiliaries. Standard package for above units is 3 assorted. For less than standard package add 10% to list prices.

NOTES: STANDARD FINISHES: Reflecting surface is genuine ALZAK aluminum. Exterior of fixtures is finished electroplated Statuary Bronze on steel. If specified with order, Satin Cadmium Finish can be obtained at no extra cost.

OTHER FINISHES: Lacquer Finish on Steel—deduct $0.50 per foot. Exterior made of bronze, finished standard plated — Statuary Bronze or Satin Cadmium — add $0.80 per foot. Exterior made of Bronze, finished Polished Chromium, add $1.00 per foot.

SPECIAL SIZES: In case of special lengths of reflector covers required to fill out case measurements, add $0.20 per inch or fraction thereof.

FLUOFLECTORS for use with more than 3 Lamps have connections at each end.

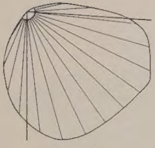
AUXILIARIES: The small compact form of these showcase fixtures requires that necessary ballast equipment for operation of Fluorescent lamps be mounted under the showcase or in the bulk head. Prices include necessary wire to reach auxiliaries, but do not include auxiliaries or lamps. Housings for auxiliaries are listed to the left.

MOUNTING: Exterior is designed so fixtures can be fastened direct to showcases with woodscrews or with any of the hangers listed to left. If hangers are required, specify type when ordering. Number M-1323 tubing and parts for running leads to bottom of case will be supplied at $3.00 list. Units with connections at both ends require two sets of down tube.

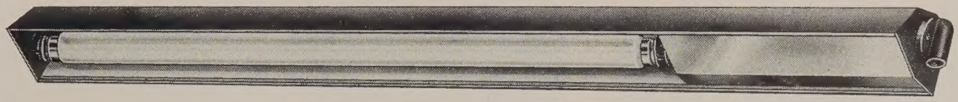
MITRED CORNERS: Can be furnished at $4.00 list each.

Guth UTILITY FLUOFLECTORS

For Showcase and Wallcase Uses . . . Auxiliary Space in Reflector Cover
Genuine ALZAK *Reflector*



● Light-Curve



● Utility Fluoflector No. M-1325

TERMED "Utility" Fluoflector, this series can be used in Showcase and Wallcase installations, and features space in reflector cover to house necessary auxiliary equipment for operation of the Fluorescent Lamp. The dimensions of the "Utility" Fluoflector are a bit larger than those for Guth Showcase Fluoflectors; however, this series is designed for installations where limited space elsewhere necessitates placing auxiliaries parallel with the lamp. Switch is included in prices below.

The same efficient ALZAK aluminum reflector is utilized as with the series on the preceding page. Light-coverage is very effective as is evidenced from light curve shown above.

Cat No.	Fluorescent Lamps Length and Number 18″ Size	36″ Size	O. A. Fixture Length	Auxiliary Space On	Shg. Wt.	List Price
M1325	1	—	27″	Right	7	**$19.00**
M1326	1	—	27″	Left	7	**19.00**
M1327	—	1	49″	Right	12	**30.00**
M1328	—	1	49″	Left	12	**30.00**
M1329	2	—	54″	Right	16	**33.00**
M1330	2	—	54″	Left	16	**33.00**
M1331	2	—	54″	Both Ends	16	**35.50**
M1525	3	—	79″	Right	25	**45.00**
M1526	3	—	79″	Left	25	**45.00**
M1332	2	1	101″	Right	29	**50.00**
M1333	2	1	101″	Left	29	**50.00**
M1334	—	2	97″	Right	27	**53.00**
M1335	—	2	97″	Left	27	**53.00**
M1336	—	2	97″	Both Ends	27	**55.50**
M1337	4	—	106″	Both Ends	30	**60.00**
M1338	—	3	142″	Right	35	**75.00**
M1339	—	3	142″	Left	35	**75.00**

Prices include 110-volt, 60-cycle, A. C. Thermal Type Auxiliaries, wired. Standard package is 3 assorted. For less than standard package add 10% to list prices.

NOTES: Illustrations to right show locations of auxiliary housings. Note designations "auxiliary Space On" in fifth column above. Switch included in above prices.

STANDARD FINISHES: Reflecting surface is genuine ALZAK aluminum. Exterior, made of steel, is electroplated Statuary Bronze finish. If specified with order, Satin Cadmium Plated finish will be furnished at no extra cost.

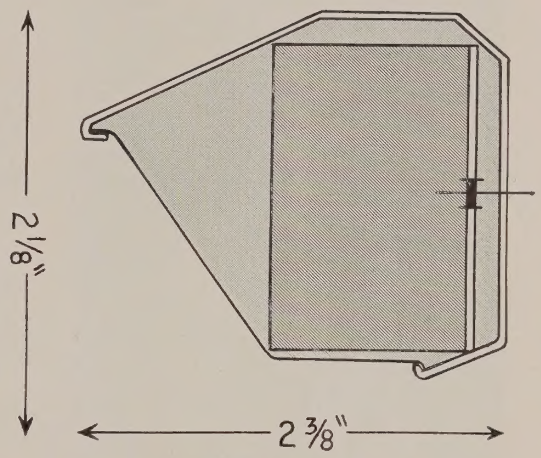
OTHER FINISHES: Lacquer finish on Steel—Deduct $0.50 per foot. Exterior made of Bronze, finished standard plated Statuary Bronze or Satin Cadmium, add $0.80 per foot. Exterior made of Bronze, finished Polished Chromium, add $1.00 per foot.

SPECIAL SIZES: In case of special lengths of reflector-cover required to fill up case measurements, add $0.20 per inch or fraction thereof.

AUXILIARIES: Prices listed above include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries wired to lamp-holders. End fittings and switch also included. If above equipment is desired less auxiliaries, see reductions to right.

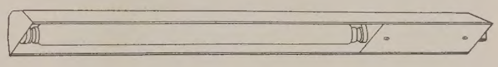
MOUNTING: Exterior is designed so fixtures can be fastened direct to showcases with wood-screws. Hangers shown on preceding page will be supplied to fit Utility Fluoflector if type is specified when ordering fixture No. M-1323. Tubing and parts for running leads to bottom of case will be supplied at $3.00 list.

MITRED CORNERS: Can be furnished at $4.00 list.

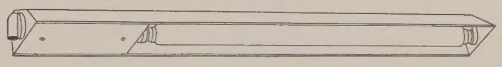


● Full-size Cross Section

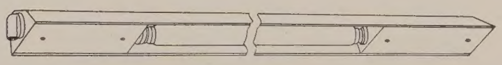
NOTE: Rectangular line denotes auxiliary space.



● Auxiliary Space on RIGHT



● Auxiliary Space on LEFT



● Auxiliary Space BOTH ENDS

LESS WIRING AND AUXILIARIES

Above prices include 110-volt, 60-cycle A. C. Thermal Type Auxiliaries and wiring. If equipment is desired less auxiliaries and wiring, deduct from above list prices the following:

Deduct for each 15-watt auxiliary . **$ 5.50** list

Deduct for each 30-watt auxiliary . **10.00** list

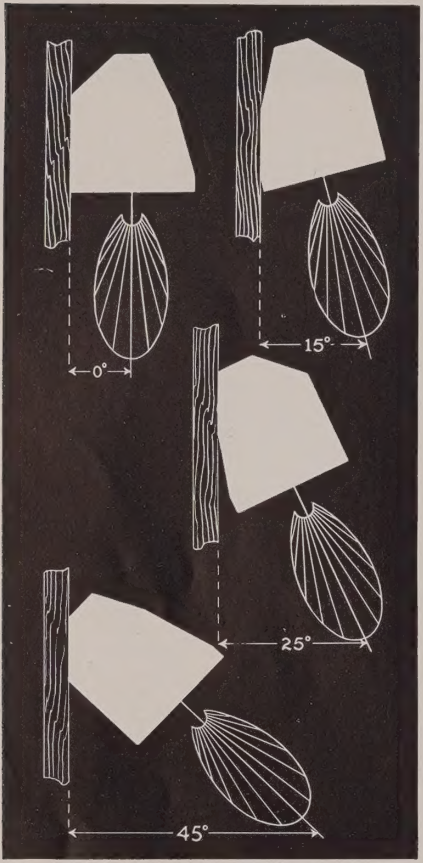
If 220-240-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries for 36″ lamps are desired in place of 110-volt auxiliaries included, deduct $3.00 list each auxiliary.

Other type auxiliaries will be quoted on.

FLUORESCENT LIGHTING
A. I. A. File 31 F2

ALL-ANGLE WALLCASE FLUOFLECTORS

For 0°, 15°, 25°, and 45° Mounting . . . Auxiliary Space in Reflector Housing
Reflector ALZAK *Aluminum*



Illustrated above are different mounting angles of Guth All-Angle FLUOFLECTORS. By mounting unit to ceiling instead of side-wall as above, angles of 45°, 65°, 75° and 90° are possible.

LESS WIRING AND AUXILIARIES

Wallcase FLUOFLECTORS include Thermal Switch Type Auxiliaries for 110-volt, 60-cycle, A. C. operation. Fixtures are wired and assembled as far as possible for safe transportation. If above mentioned fixtures are desired less auxiliaries and wiring, deduct from fixture prices the following list prices:

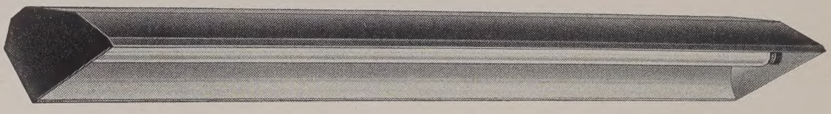
For each 15-watt auxiliary, deduct	**$ 5.50**
For each 20-watt auxiliary, deduct	**5.50**
For each 30-watt auxiliary, deduct	**10.00**
For each 40-watt auxiliary, deduct	**11.00**

If 220-240-volt, 60-cycle A. C. is available for 30-watt or 40-watt lamps, please specify with order and proper auxiliaries will be supplied. For each 30- or 40-watt, 220-volt, 60-cycle, A. C. auxiliary furnished in lieu of 110-volt auxiliaries, deduct $3.00 from fixture list prices.

For other type auxiliaries, please write for special prices.

SWITCHES

Toggle switch or pull switch can be installed in Knockout at each end of FLUOFLECTORS. Toggle Switch available at $0.75 list. Pull switch available at $1.00 list.



● All-Angle Wallcase Fluoflector

ALL-ANGLE WALLCASE FLUOFLECTORS are available in single or continuous lengths. They are made for 18″, 24″, 36″ and 48″ Fluorescent lamps. The ALL-ANGLE feature allows light-direction control at 0°, 15°, 25°, and 45° off side-wall mounting. By mounting unit on the ceiling, the ALL-ANGLE FLUOFLECTOR can be mounted at 45°, 65°, 75°, and 90° angles. All these angles with the same unit. Mounting is accomplished with wood screws.

The reflector design is unique delivering "tear-drop" light distribution. Reflector design provides 40° light cut-off for shielding the bare lamp.

Cat. No.	Lamp Size	Fix. Lgth.	Fix. Hght.	Fix. Wdth.	Price 1-Lmp. Lgth.	Add. for Each Extra Lamp Lgth. Price	Lamp	Shp. Wt. Per Ft. In Lbs.
M1340	18″	18¾″	4¾″	4⅞″	**$14.00**	**$11.00**	18″	5
M1341	24″	24¾″	4¾″	4⅞″	**15.00**	**12.00**	24″	5
M1342	36″	36¾″	4¾″	4⅞″	**21.00**	**18.00**	36″	5
M1343	48″	48¾″	4¾″	4⅞″	**24.00**	**21.00**	48″	5

Prices include 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries, Wired.

NOTES: Specify number of lamps and size of lamps intended to be used; also Catalog Number. Unless otherwise specified, electrical connections are supplied at right end (judged as right side of Fluoflector unit above on this page.) Also unless otherwise stated, screw-holes are furnished for 25° angle mounting. Screw-holes for other angle mountings will be punched at no extra charge with order.

STANDARD FINISHES: Reflecting surface is genuine ALZAK aluminum. Exterior of fixtures is finished electroplated Statuary Bronze on steel. If specified with order, Satin Cadmium Finish can be obtained at no extra cost.

OTHER FINISHES: Lacquer Finish on Steel — deduct $0.60 per foot. Exterior made of bronze, finished standard plated Statuary Bronze or Satin Cadmium — add $0.90 per foot. Exterior made of Bronze, finished Polished Chromium, add $1.20 per foot.

SPECIAL SIZES: In case of special lengths of reflector covers required to fill out case measurements, add $0.25 per inch or fraction thereof.

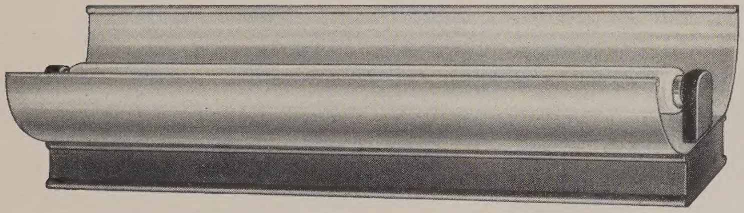
MITRED CORNERS: At $10.00 list each.

AUXILIARIES: Prices above include wiring and necessary 110-volt 60-cycle, A. C. Thermal Switch Type Auxiliaries. If Wall-Case FLUOFLECTORS are desired less auxiliaries see deductions to left.

MOUNTING: Exterior is designed so Guth Wall-Case Fluoflectors are fastened direct to wall-case with wood-screws. Unless otherwise specified, screwholes are furnished for 25° angle mounting.

FLUOFLECTORS FOR LIGHT-STRIP

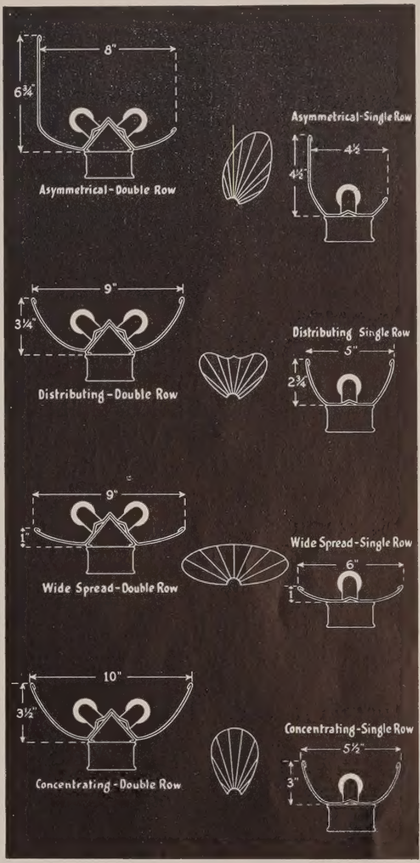
For Single and Double Row Lamps . . . For Specific Lighting Results
Genuine ALZAK *Reflectors*



● **ALZAK Reflectors for Light Strip**

For Single Row Lamps					For Double Row Lamps				
Cat. No.	Lamp Size	Refl. Lgth.	Price	Std. Pkg.	Cat. No.	Lamp Size	Refl. Lgth.	Price	Std. Pkg.
● **Asymmetrical Type Reflectors**									
M1420	18″	18″	**$2.25**	6	**M1425**	18″	19″	**$3.75**	6
M1421	24″	24″	**2.75**	6	**M1426**	24″	25″	**4.35**	6
M1422	36″	36″	**4.00**	3	**M1427**	36″	37″	**6.25**	3
M1423	48″	48″	**5.50**	3	**M1428**	48″	49″	**9.00**	3
● **Distributing Type Reflectors**									
M1430	18″	18″	**$2.25**	6	**M1435**	18″	19″	**$3.75**	6
M1431	24″	24″	**2.75**	6	**M1436**	24″	25″	**4.35**	6
M1432	36″	36″	**4.00**	3	**M1437**	36″	37″	**6.25**	3
M1433	48″	48″	**5.50**	3	**M1438**	48″	49″	**9.00**	3
● **Wide Spread Type Reflectors**									
M1440	18″	18″	**$2.10**	6	**M1444**	18″	19″	**$3.55**	6
M1441	24″	24″	**2.55**	6	**M1445**	24	25″	**4.15**	6
M1442	36″	36″	**3.80**	3	**M1446**	36″	37″	**6.10**	3
M1443	48″	48″	**5.25**	3	**M1447**	48″	49″	**8.75**	3
● **Concentrating Type Reflectors**									
M1450	18″	18″	**$2.25**	6	**M1455**	18″	19″	**$3.75**	6
M1451	24″	24″	**2.75**	6	**M1456**	24″	25″	**4.35**	6
M1452	36″	36″	**4.00**	3	**M1457**	36″	37″	**6.25**	3
M1453	48″	48″	**5.50**	3	**M1458**	48″	49″	**9.00**	3

NOTES: Single Row and Double Row Types of genuine ALZAK aluminum reflectors are listed above for use with standard channel and fittings, shown below. Prices above include reflectors only. Dimensions are shown on illustrations to right. Reflectors for Double Row Lamps require special channel cover which lists at $0.50 per foot with socket holes punched. Lighting results are similar to lighting curves shown beside each type reflector. Reflectors are finished semi-specular ALZAK. If less than standard packages are desired please add 15% to list prices.

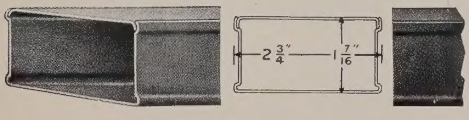


A. I. A. File 31 F2

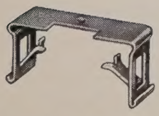
LIGHT-STRIP FOR FLUOFLECTORS

Cat. No.	Description	Std. Pkg. Quan.	Std. Pkg. Wt. Lbs.	List Price
M1460	Channel only (std. lgth. 10 ft.)	50 ft.	60	**$0.50** per ft.
M1461	Channel cover only (std. lgth. 10 ft.)	50 ft.	25	**.20** per ft.
M1462	Socket-holder	10	1	**.25** each
M1463	Channel Coupling	10	1	**.09** each
M1464	Auxiliary Clamps	10	1	**.10** each
M1465	Blank End Fitting	10	1	**.25** each
M1466	End with knockout	10	2	**.50** each
M1467	Fluorescent lamp holder	10	1	**.60** each

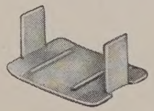
Channel and Channel Cover in shorter lengths than above add 15% to list prices, plus 15 cents list for each cutting. For less than standard packages of other items add 20% to list prices.



● **Nos. M1460 and 61**
Showing Channel and Cover

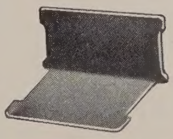


● **No. M1462**
Socket-Holder

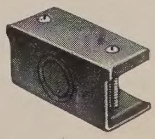


● **No. M1463**
Coupling

● **No. M1464**
Auxiliary Clamp



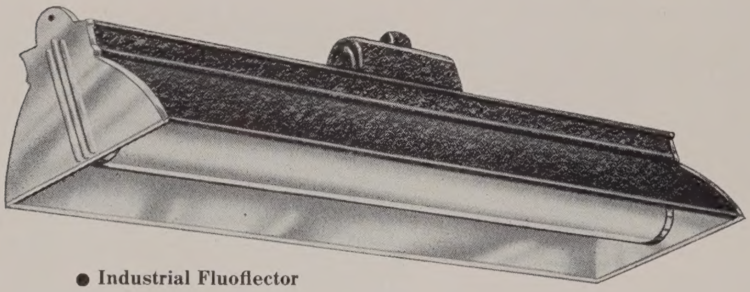
● **No. M1465**
Blank End Fitting



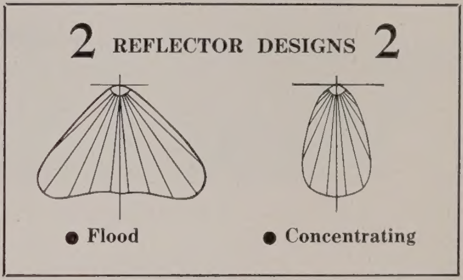
● **No. M1466**
End With Knockout

INDUSTRIAL FLUOFLECTORS

Wide Spread and Concentrating Types . . . For Localized and General Lighting
Genuine ALZAK *Reflectors*



● Industrial Fluoflector



FLUOFLECTORS for Fluorescent lighting in industrial areas, are rigidly constructed and correctly engineered for best illumination results. FLUOFLECTORS are for localized lighting and general illumination installations. When used with the Fluorescent Daylight lamp, FLUOFLECTORS will solve color matching problems.

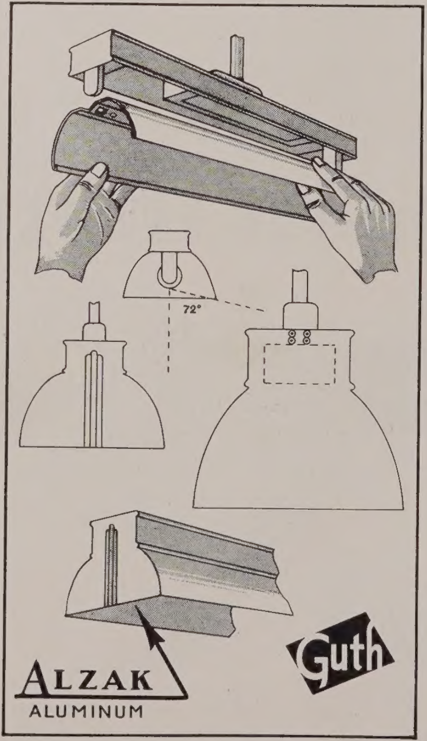
Available in single, double, and triple widths and of either FLOOD or CONCENTRATING TYPES, FLUOFLECTORS have individual reflectors to properly control light direction and also to assure 72° light cut-off. Efficiency is gained in FLUOFLECTOR design by avoiding redirection of light-rays back thru the lamp (Fluorescent lamp is dense).

Flood types provide broad coverage and true wide distribution. Concentrating types are designed for high intensity lighting directed to a confined area. Reflectors are made of heavy-gauge selected-grade aluminum and finished Semi-Specular ALZAK. Semi-Specular is highly desirable as proper diffusion of light is effected. The ALZAK finish electrolytically brightens and seals aluminum with an invisible, colorless, pure oxide film, making ALZAK a virtually permanent finish.

FLUOFLECTORS are furnished with cast aluminum ends which reinforce the units. Junction box for wire connections is furnished above the auxiliary-housing channel. Cast ends have eyelets for wire or chain suspension.

FLUOFLECTOR FEATURES

1. **ACCESSIBILITY:** Screws removed from cast ends allow reflectors to be taken off; gives full access to the innards.
2. **JUNCTION BOX:** Atop auxiliary housing facilitates splicing to line wires.
3. **CAST ALUMINUM ENDS:** Reinforce Fluoflectors as well as enhance appearance. Ends are finished ALZAK and will not tarnish. Eyelets in cast ends allow for chain or wire suspension.
4. **72° LIGHT CUT-OFF:** Both Flood and Concentrating types have 72° light cut-off to dispel normal glare element from the bare lamp at natural vision angles. Individual reflectors in multiple units assure proper light cut-off.
5. **WIRE CHANNEL:** Ample size for wiring and auxiliaries.
6. **ALZAK ALUMINUM REFLECTORS:** The finest and most efficient commercially produced reflecting surface available. Semi-specular ALZAK finish delivers proper light-diffusion.



LESS AUXILIARIES AND WIRING

Industrial FLUOFLECTORS listed on the following page include wiring and 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries. If units are desired less auxiliaries and wiring, deduct the following list prices:

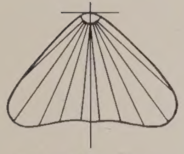
For each 15-watt auxiliary deduct	**$5.50** list
For each 20-watt auxiliary, deduct	**5.50** list
For each 30-watt auxiliary, deduct	**10.00** list
For each 40-watt auxiliary, deduct	**11.00** list

If 220-240-volt, 60-cycle, A. C. for 30 or 40-watt lamps is available please specify; deduct $3.00 list from FLUOFLECTOR prices for proper auxiliaries.

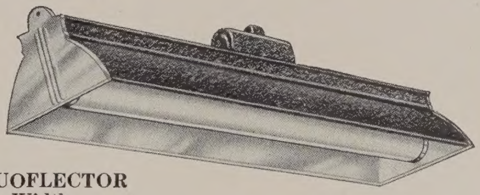
Other type auxiliaries will be furnished if desired; prices upon request.

Guth INDUSTRIAL FLUOFLECTORS

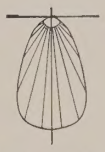
Cast Aluminum Ends . . . 72° Light-Cutoff . . . Conduit or Chain Suspension
Genuine ALZAK *Reflectors*



● Lighting Curve
FLOOD TYPE



● FLUOFLECTOR
Single Width



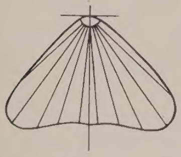
● Lighting Curve
CONCENTRATING TYPE

● Flood Type — Single Width

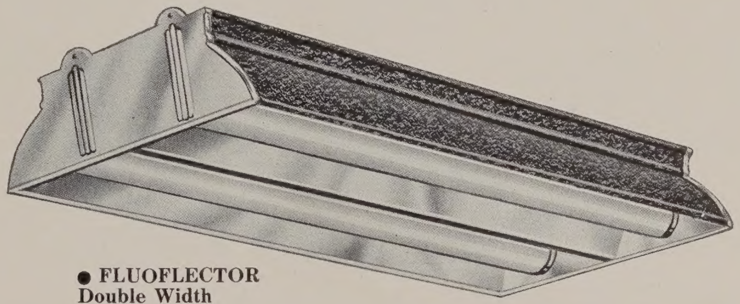
Cat. No.	Size Lamp	Fixture Lgth.	O. A. Wdth.	O. A. Hgth.	List Price	Shp. Wt. In Lbs.
M1260	18″	19″	5″	5¼″	**$14.00**	6
M1261	24″	25″	5″	5¼″	**15.00**	7
M1262	36″	37″	5″	5¼″	**23.00**	10
M1263	48″	49″	5″	5¼″	**30.00**	12

● Concentrating Type — Single Width

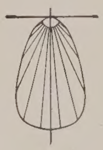
Cat. No.	Size Lamp	Fixture Lgth.	O. A. Wdth.	O. A. Hgth.	List Price	Shp. Wt. In Lbs.
M1265	18″	19″	5½″	5¾″	**$14.00**	6
M1266	24″	25″	5½″	5¾″	**15.00**	7
M1267	36″	37″	5½″	5¾″	**23.00**	10
M1268	48″	49″	5½″	5¾″	**30.00**	12



● Lighting Curve
FLOOD TYPE



● FLUOFLECTOR
Double Width



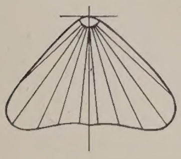
● Lighting Curve
CONCENTRATING TYPE

● Flood Type — Double Width

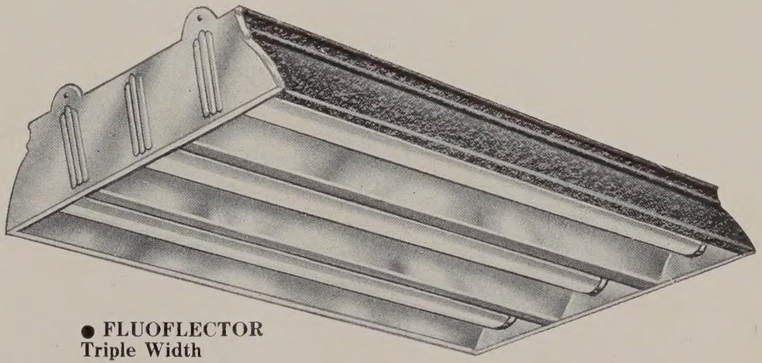
Cat. No.	Size Lamp	Fixture Lgth.	O. A. Wdth.	O. A. Hgth.	List Price	Shp. Wt. In Lbs.
M1270	18″	19″	10″	5¼″	**$24.00**	11
M1271	24″	25″	10″	5¼″	**26.00**	13
M1272	36″	37″	10″	5¼″	**40.00**	19
M1273	48″	49″	10″	5¼″	**50.00**	24

● Concentrating Type — Double Width

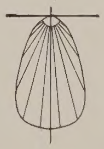
Cat. No.	Size Lamp	Fixture Lgth.	O. A. Wdth.	O. A. Hgth.	List Price	Shp. Wt. In Lbs.
M1275	18″	19″	11″	5¾″	**$24.00**	11
M1276	24″	25″	11″	5¾″	**26.00**	13
M1277	36″	37″	11″	5¾″	**40.00**	19
M1278	48″	49″	11″	5¾″	**50.00**	24



● Lighting Curve
FLOOD TYPE



● FLUOFLECTOR
Triple Width



● Lighting Curve
CONCENTRATING TYPE

● Flood Type — Triple Width

Cat. No.	Size Lamp	Fixture Lgth.	O. A. Wdth.	O. A. Hgth.	List Price	Shp. Wt. In Lbs.
M1280	18″	19″	15″	5¼″	**$40.00**	16
M1281	24″	25″	15″	5¼″	**43.00**	20
M1282	36″	37″	15″	5¼″	**56.00**	28
M1283	48″	49″	15″	5¼″	**80.00**	35

● Concentrating Type — Triple Width

Cat. No.	Size Lamp	Fixture Lgth.	O. A. Wdth.	O. A. Hgth.	List Price	Shp. Wt. In Lbs.
M1285	18″	19″	16½″	5¾″	**$40.00**	16
M1286	24″	25″	16½″	5¾″	**43.00**	20
M1287	36″	37″	16½″	5¾″	**56.00**	28
M1288	48″	49″	16½″	5¾″	**80.00**	35

NOTES: FLUOFLECTORS listed above are wired complete with 110-volt, 60-cycle, A. C. Thermal Switch Type Auxiliaries. If units are desired less wiring and auxiliaries see deductions on Page E-14. Also if 220-240-volt auxiliaries are desired instead of 110-volt as listed, see deductions on Page E-14.

All 48″ FLUOFLECTORS are supplied standard with two junction boxes tapped for ½″ conduit. Other sizes have one junction each.

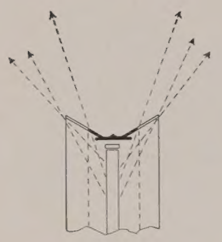
Above listed FLUOFLECTORS include heavy-gauge selected grade aluminum reflectors with Semi-Specular ALZAK reflecting surface. The ends are cast aluminum and finished ALZAK. Exterior of FLUOFLECTORS is finished Wrinkled Gray, baked on via Radiant Energy. Ends have eyelets by which FLUOFLECTORS may be suspended by wire or chain. In center of above units, is junction box for easy wire splicing to line. Standard package for above listed FLUOFLECTORS is three assorted. Add 10% to list prices for less than standard package.

FLUORESCENT LIGHTING
A. I. A. File 31 F2

STOCK-AISLE FLUOFLECTORS

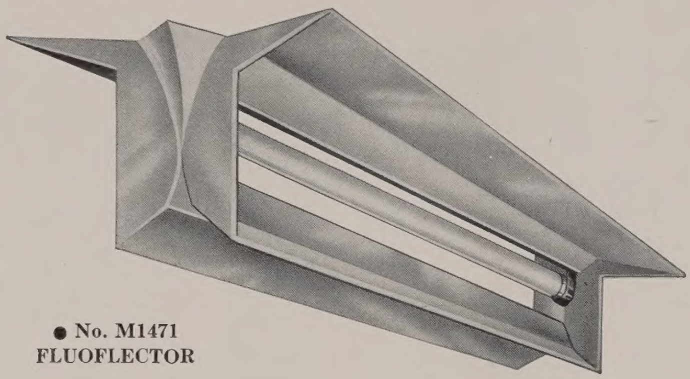
Designed for Even Aisle Light Coverage . . . Wing Tipped Ends

Genuine ALZAK *Aluminum*

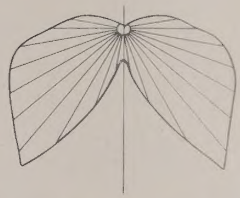


● Wing-Tip End

Allow Maximum Longitudinal Spread of Light



● No. M1471 FLUOFLECTOR



● Lighting Curve

Showing Correct Control of Light for Even Illumination

THE elongated Fluorescent light-source properly controlled via Guth Stock-Aisle FLUOFLECTORS, provides uniform illumination from top shelf to bottom shelf, and most important, more even illumination lengthwise of the shelves. Guth Stock-Aisle FLUOFLECTOR ends are designed so as not to cut-off the light supply at the end of the lamp, but to spread the light still farther. Direct glare from the bare lamp is shielded. It is possible to use low wattage lamps for better lighting results. The lighting curve, to right above indicates remarkable illumination effected with Guth Stock-Aisle Fluoflector.

Rigidly constructed, Guth Stock-Aisle FLUOFLECTORS have cast end-plates which reinforce as well as attractively enhance appearance, FLUOFLECTORS feature efficient and permanent ALZAK aluminum reflectors. They are SATIN ALZAK texture on exterior and semi-specular ALZAK inside. The channel on top provides space for wiring and auxiliaries. Stock-Aisle FLUOFLECTORS for 18″ and 24″ and 36″ lamp have one top flange for ½″ pipe and the 48″ lamp-type has two ½″ flanges.

Cat. No.	Lamp Size	O. A. Lgth.	O. A. Width	O. A. Hgth.	List Price	Std. Pkg.
M1470	18″	24″	6¾″	7″	**$17.00**	4
M1471	24″	28″	6¾″	7″	**18.00**	4
M1472	36″	40″	6¾″	7″	**24.50**	2
M1473	48″	52″	6¾″	7″	**28.50**	2

Prices include 110-volt, 60-cycle, A. C. Auxiliaries and wiring.
For prices less auxiliaries and wiring, see Page No. E-14.
For quantities less than standard packages, please add 10% to list prices.

INDEX — SECTION E-2, CATALOG No. 35

**NOTE: Section E. Catalog 35 is Subject to Terms and Conditions in Foreword.
All Prices are Subject to Change Without Notice.**

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SHIPPING SCHEDULE: A2 denotes within 1 week; B denotes 2 weeks; C denotes 3 to 4 weeks. Lamps are not included in prices listed in this catalog.

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